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# Media scope


October 1959, 75 Cents

serving the media buying function / published by Standard Rate & Data Service, Inc.



WILLIAM E. MATTHEWS

*"How does a medium  
make friends and  
influence people?"*



***"... Let me tell you how I got him to sign the order... even though our prices were 5% higher!"***

This salesman knows his customer. Although the buyer wanted to talk prices, this salesman understood what motivated him most. It was fear of slow delivery and substandard quality... fear that he would be responsible for a production shutdown or kickbacks from the quality control department. And this was only one of many emotions underlying his buying decision. Like all human beings, on or off the job... he was motivated by dozens of *emotional factors*. The whole exciting story of how emotions affect buying decisions, and how they can be applied to selling and advertising, is revealed in a new depth study sponsored by STEEL. The complete details are available from your STEEL representative. Or drop a line today to STEEL Magazine, Cleveland 13, Ohio.







## In Los Angeles, First Street is the best way to go Home

There are no detours on First. You drive straight Home to a big welcome. No other street gets you there so fast . . . or serves so many families.

You see, they all read Home Magazine, the popular rotogravure section of the Los Angeles Sunday Times. And surveys show that these families—almost 900,000 of them—are more able to buy than any other group of newspaper readers in Southern California. It makes

sense to court them with your selling message.

If you want to sell the family, turn right at First Street—home of the Times Home Magazine. You'll visit more Southern California homes than most of the leading national magazines . . . and more than any other newspaper.

In Los Angeles, there's just no place like Home—on First Street. That's the home of The Times.

First in the nation's No. 2 market

**Los Angeles Times**

Represented by Cresmer and Woodward, New York,  
Chicago, Detroit, Atlanta and San Francisco

*Media/scope, October 1961*

# Media/scope

published by Standard Rate & Data Service, Inc.

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## COVER

William E. Matthews, vice president in charge of media relations, Young & Rubicam, Inc. Drawing by Raymond E. Kinstler.

### SUBSCRIPTION RATES AND QUALIFICATIONS

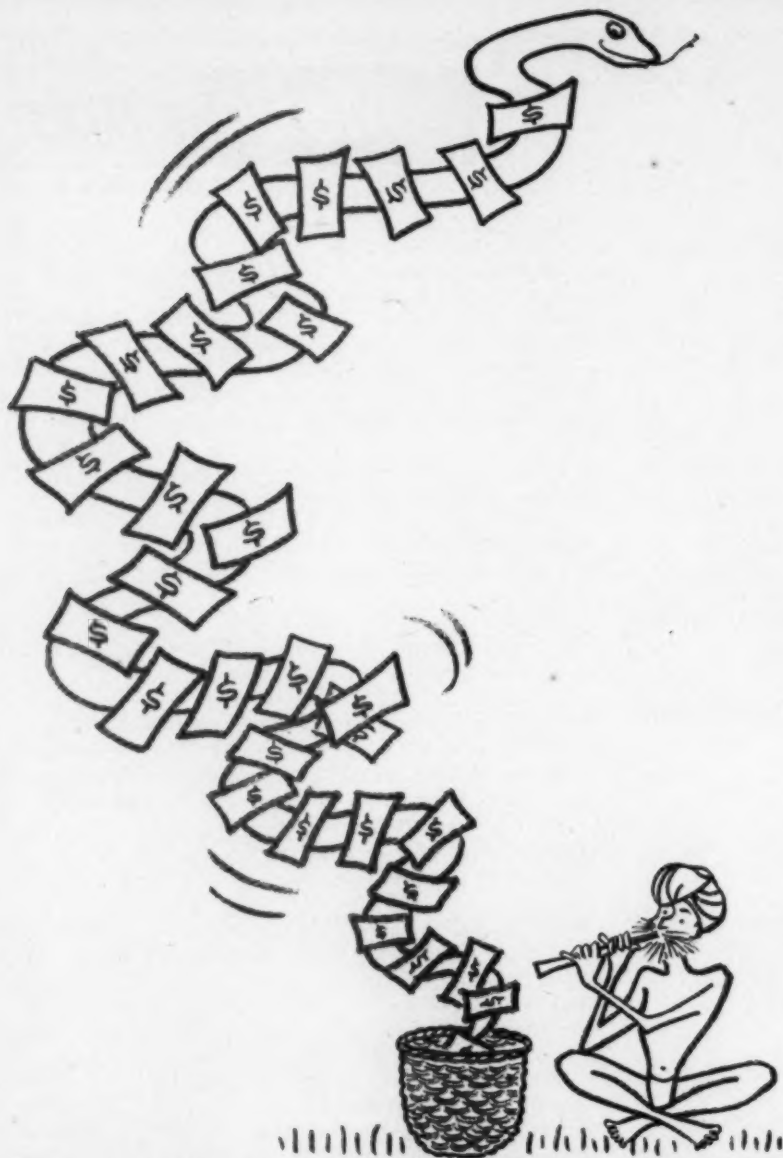
For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

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## How to plus profits by the millions!

It isn't necessary to be a "charmer" or a mystic to send sales volume climbing and to play a merry tune on retail cash registers ringing up increased profits.

For maximum sales at greatest profit your advertising program should concentrate a heavier *Sunday Punch* in the First 3 markets of New York, Chicago and Philadelphia, where the average 1958 Effec-

tive Buying Income per household was 28% greater than the average for the remainder of the nation. This superabundance of buying power provides the basis for the average First 3 market household to spend 10% more money for All Retail purchases, 18% more for Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average household

in the rest of the United States.

Within these most profitable sales areas, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In order to plus profits by the millions in the 3 great markets, and sell more where more is sold...there is no substitute for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

THE GROUP WITH THE SUNDAY PUNCH



PHOTODUPLICATION • COLORGRAVURE

New York Sunday News Colorato Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-6894 • Chicago 11, Ill., Tribune Tower, Superior 7-8843 • San Francisco 4, Calif., 155 Montgomery Street, Ulbrahn 1-7948 • Los Angeles 5, Calif., 3400 Wilshire Boulevard, Main 1-0800

Media/scope, October, 1959



## MEDIA/SCOPE

Serving the media-buying function

Published monthly by  
Standard Rate & Data Service, Inc.



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Hubbard 3-5141

## From the publisher's notebook



## Putting Automation In Its Place

Elsewhere in this issue, William E. Matthews of Young & Rubicam poses a momentous question: "How, I might ask, can we make a right media plan in communication forms which are essentially emotional if all our measurements are physical?" His answer: "I believe that what is needed is a recognition of the human communicative nature of these media and study of their values in that term."

Both question and answer are especially relevant in view of the great interest among advertising men in so-called automation techniques. The adaptation of electronic data processing to a number of routine (but costly and time-consuming) agency procedures is—and should be—a very exciting prospect. Quite naturally, agency managements see the most rewarding application of machine operation in the media departments, since so many of the personnel are engaged in what are essentially bookkeeping tasks.

But a word of caution is in order. It is only too easy to leap from automation of routine statistical tabulations to automation of the whole media-buying process. Any advantage to be gained, as Mr. Matthews would certainly agree, is illusory.

There is certainly a place for automation in media selection, as several large agencies have discovered. Here are some functions which it is both possible and desirable to convert to machine operation:

- Development of current cost and coverage comparisons on all measurable media.
- Production of cost estimates, insertion orders, contracts.
- Billing and paying of media.
- Allocation of advertising impressions by precise geographical areas, and subsequent correlation of sales results with advertising efforts.

But the actual process of selecting and buying media is far too subtle to be programed into an electronic device. The facts a machine can produce must still be evaluated by a man who makes hundreds of adjustments to the changing conditions of his job every working day. To weigh editorial climate against the elasticity of a budget; to alter a whole plan in all its parts when a new spot availability opens up; to judge opinion in the retail trade; these are not functions that can be left to a collection of wires and tubes.

*Walter E. Botthof*

# Forecast for the 60's— a flood of new products

And Outdoor is the perfect medium for  
successful tests and introductions

Coming up are "The Markets of the 60's"—the most opportunity-packed decade of the century.

It will be a decade that sees population zoom to 220 million . . . households increase by 12½ million . . . the work week drop by three hours . . . discretionary income almost double . . . the emergence of a new, well paid middle class consumer . . . the big markets for food, recreation, household goods getting bigger.

It will also be a decade of new product introductions. In fact, many top marketers believe "The Markets of the 60's" will *belong* to those with the best-planned flow of new products.

The trend is already here. Five out of every ten food products in a grocery shopping cart weren't even in existence eight years ago!

And in the future, as in the present, successful product launchings will have a large element of Outdoor in the media mix. For curiously enough, Outdoor—so successful for long-term hard selling—is also perfectly geared to new product introductions.

## ***Outdoor's flexibility perfect for testing***

With Outdoor advertising, you can pinpoint your test market exactly. Pick rural, urban, by season, by product distribution area. Select for any factor, or for any combination. Outdoor shapes itself to your needs.

## ***Outdoor "steps up" easily to regional introduction***

At any point in your testing program, you can move easily into a full-scale regional effort. And you can do it more effectively with Outdoor than with any other medium.

You've seen how many other media are now trying to adapt themselves for "The Markets of the 60's" by splitting their circulations into zones.

But still, *no* medium can yet offer the flexibility of zone buying available to you through Outdoor. In Outdoor, you make your own zones, you draw your own boundaries. Can you do that with any other medium?

## ***Outdoor for market-by-market too!***

As you step up your promotional pressure to blanket the country, here again Outdoor keeps pace with your plans.

Choose your markets by whatever standards you find best for you. You can move easily from one to another in logical, planned stages in Outdoor. No waste circulation, no wait for distribution to catch up with circulation.

## ***A new kind of consumer— and Outdoor reaches him***

• Almost twice as much will be spent for cars by



1970 as today. And wherever these mobile consumers go, Outdoor shows.

- More kinds of food will be sold ready to serve. Color and packaging will be more important than ever before. Outdoor shows your product in dominant full color exactly as it appears in the store.

- Advertising expenditures will more than double; competition for attention will increase. With Outdoor, you can gain overnight awareness of new packages and products.

- More buying decisions will be made by the whole family. Outdoor's audience splits about 50-50 by sex — it reaches everyone everywhere.

- Among the 15 to 24 year-olds, population will increase by 13 million. 9 out of 10 young people see and remember Outdoor.

### New developments for the new markets

Outdoor is the medium of exciting new developments. Here are just a few that will help you sell in "The Markets of the 60's."

You can make quick changes — overnight if you want.

You can buy split showings — show several of your products simultaneously.

You can buy special effects — Day-Glo, translucent rear lighted panels, lighted plastic ideas of every description.

Yet with all the advantages Outdoor gives you, the national average cost is only 22¢ per thousand exposures! Match that against any indoor medium — you can't beat it or even come close.

### Call in OAI now

"The Markets of the 60's," and the opportunities they offer, are here now. Ask your OAI man for the newest facts on Outdoor. Let him figure out exact costs and coverages. Call him today. Offices in Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.



**FOODS** — High intensity showings starting in Eastern markets and rapidly expanding across the nation are making "Big Otis" a familiar figure for Kellogg's new OKs.



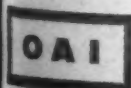
**JETS** — Extensive poster showings in key service cities from coast to coast are helping United Air Lines introduce its new jet service in a big way.



**CIGARETTES** — Brown and Williamson's new Belair — a menthol cigarette with recessed filter — is being sold on Outdoor in 30 key Texas and New Mexico markets.



**RADIOS** — Emerson dealers across the nation will be using a hard-hitting Outdoor co-op program to build sales for the new Emerson All American transistor pocket radios.



# OUTDOOR ADVERTISING INCORPORATED

# Marketing begins with markets

... and SPORTS ILLUSTRATED, which got off to a good beginning in 1954, now reaches a market that is twice as big as it was five years ago. In that time, the number of families in the U.S. with incomes of more than \$10,000 a year has doubled, and so has SPORTS ILLUSTRATED's circulation. (New national circulation base - 900,000, effective January 1960.)

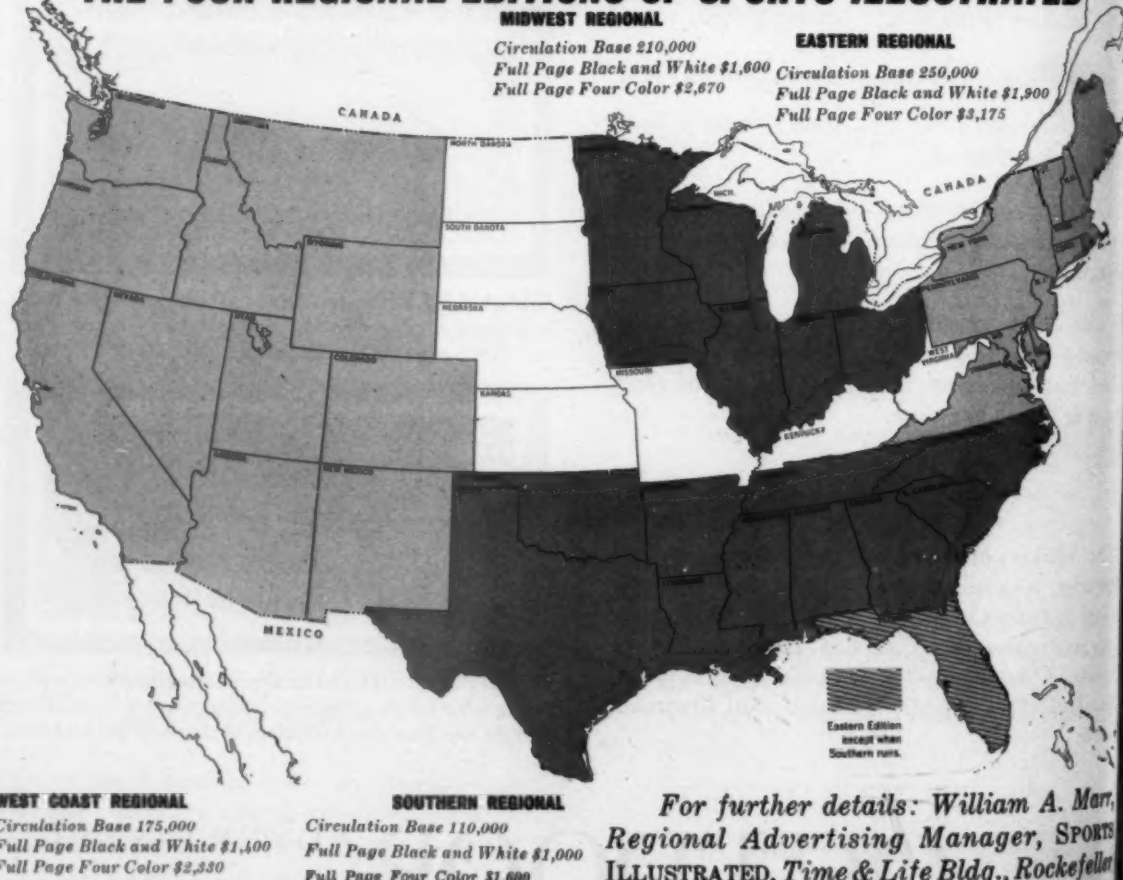
SPORTS ILLUSTRATED's regional editions have naturally shared in this growth. New increased base circulations, effective with the issue of January 4, 1960, are shown below. (Note too, that the entire State of

Virginia is now included in the Eastern Regional Edition, and that Montana, Wyoming and Idaho have been added to the West Coast Regional Edition.)

However, new rates based on these increases will not be effective until March 7, 1960. These new rates will reflect a *lower cost per M base circulation* for each Regional Edition.

SPORTS ILLUSTRATED and its four regional editions are now, more than ever, the most efficient place to get any marketing campaign off to a flying start.

## THE FOUR REGIONAL EDITIONS OF SPORTS ILLUSTRATED



## MEMO TO MEDIA:

### SHOWCASE FOR MEDIA RESEARCH

"There can be little doubt that the most pressing, most urgent problem facing us today is the question of value return for advertising investment and its corollary -- measurement of those values." -- Richard F. Casey, vice president, Benton & Bowles, ARF meeting September 25, 1959.

One of the major slices of Media/scope's editorial pie is media research. Interest in this subject has rocketed with awareness that there is an absolute need to illuminate the effect of advertising on sales or whatever other objective might be assigned to it. This kind of research is no longer a luxury. It is a necessity, a fact of business life, if media expect to maintain an up-curve on sales charts. Such research must reflect proper standards technically. Such research must contribute to the benefit of buyers of advertising either individually or collectively, but contribute it must.

Once executed, such research should be announced, explained and kept before buyers of advertising in a variety of ways that suggest useful application of the particular medium concerned. In addition, this research should be presented to media research people. More and more advertising buyers buy according to the ground rules established by media research directors and their departments. Another base to cover and it happens to be first.

I suggest that Media/scope is best equipped to bring media research to the attention of media researchers and buyers of advertising.

Guided by editor, Roger Barton, Media/scope has paid close attention to media researchers and their problems as an important part of Media/scope's editorial responsibility. Any issue will reflect this interest. Study the issue at hand -- the article on highlights of the ARF Conference, for instance. The second part of the Analysis of Broadcast Media by Bernard Ober, another installment of the DuBois article on readers and viewers, and a continuation of the series describing how national advertisers use newspaper space. In past issues the Politz, Starch and apples and oranges articles; the media awards themselves. The New Milestones in Outdoor Advertising Research by Wilbur Smith. Many others. No other advertising publication devotes itself so intensively to media research. This editorial climate and the resultant reading traffic on the part of research people and buyers of advertising make Media/scope the right place to introduce and feature your media research.

Robert L. Hartford, business manager, Machine Design magazine, scheduled a luncheon meeting with people important to him at Marsteller, Rickard, Gebhardt and Reed, to explain his magazine's personally verified circulation technique. He said: "The purpose of this meeting is to explain PVC to you." The immediate response from the agency people: "We read about it in your ad in Media/scope." The issue of Media/scope in question was three days old at the time. The point -- Media/scope is effective with the right people.

(over)

At a recent luncheon with the important media people at the Kudner Agency, Skip Weymouth, associate media director, said: "I have my copies of Media/scope bound and I use the annual index to check back to articles I have read and want to refer to again." Long life is another quality important to those who want to make their promotion, especially promotion of media research, referable.

Watts Wacker, vice president, director of media, at D. P. Brother & Company, Detroit, put it a little differently but said almost the same thing in describing his two subscriptions to Media/scope. He said: "I purposely wanted one personal copy at home as well as an office copy for company files as a reference manual."

In order to do justice to the material in both advertising and editorial it is especially necessary that readers spend a proper amount of time with Media/scope. Perhaps it is possible in other magazines to scan or rush through the editorial. This would not seem to be a very good background for the discussion of important media research.

A recent study conducted at the request of station WVEC-TV by Standard Rate & Data Service\* Points up two interesting facts. First, that the respondents who read Media/scope spent more time with it -- median, one and a half hours; average period, three hours -- than any other advertising publication. Second, in answer to where these publications were read, Media/scope showed up higher than any other advertising publication in away-from-office reading.

These qualities are supported by Media/scope's Reader Interest studies, conducted each month. They indicate intense interest in editorial and advertising, which is natural in a publication whose editorial interest is so concentrated.

This concentration can work as well for your general promotion or to introduce and explain media research important to you.

Sincerely,



A. W. MOSS  
Advertising Director

\*Mail Survey conducted by Fact Finders Associates among executives in advertising agency and national advertiser organizations. List supplied by Avery-Knodel, broadcast representatives.

(This insert appears only in those copies going to our complimentary list.)

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## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### ANNUAL MEDIA AWARDS

The second Annual Media Awards sponsored by MEDIA/SCOPE will be presented on Thursday, April 7, 1960, at the Starlight Roof of the Waldorf-Astoria Hotel. The accommodations at the Park Lane Hotel this year were attractive, but the demand for tickets was so great that 413 had to be crowded into and around a room whose capacity is 380, and many requests for tickets could not be accepted at all. The Starlight Roof has a capacity of 700 or more.

Entries for the Awards are now invited, and an entry blank is found elsewhere in this issue. Some entries for the 1960 Awards have already been made.

The classifications of Awards were effective this year in attracting numerous entries and in areas that both the entrants and the judges found it relatively simple to define. Therefore, it has been determined to keep the same classifications for the 1960 Awards.

The awards in 1960 will be made for accomplishments in the calendar year 1959. Their purpose is to encourage creative thinking toward the more efficient selection and use of advertising media. There are three classes of awards, as follows:

1. **Public Statements.** To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

2. **Media Research.** To an individual or organization for significant contribution to media research which has served to improve the delineation of media or their markets.

3. **Media Techniques.** To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be part of a media plan but is not necessarily the complete plan.

These entries should be documents, research, or techniques that were produced in the calendar year 1959. They may relate to any advertising media. All entries must be submitted by February 1, 1960.

There will be five awards in each class. For the principal award in each class there will be a bronze plaque. For the secondary awards there will be certificates of

merit. The winners of the awards will be chosen by panels of judges selected from the advertising business.

The awards made this year indicate the manner in which they happened to be distributed:

In the classification of Public Statements, the bronze plaque went to Miles A. Wallach, president of M. A. Wallach Research, Inc., for his address before the ANA on a method of interviewing television audiences. Certificates of merit went to the AAAA Media-buying Workshop; Pierre D. Martineau; Dr. Daniel Starch; and Mitchell Wolfson, president of WTVJ.

In the classification of Media Research, the bronze plaque went to the *Saturday Evening Post* for its study on advertising page exposure, and certificates of merit went to *The Houston Chronicle*; Hubert A. Zielske, manager of research at Foote, Cone & Belding, Chicago; Henry Brenner, president of Home Testing Institute, Inc.; and *The Iron Age*.

In the classification of Media Techniques, the bronze plaque was awarded Reynolds Metals Company for its use of aluminum foil in newspaper advertising. Certificates of merit were given Grant Advertising, Inc.; Young & Rubicam, Inc., Local Service Unit of the Radio and Television Department; Revlon, Inc.; and Liller, Neal, Battle & Lindsey, Inc., of Atlanta.

A motion picture was made of the 1959 Annual Awards luncheon, and will be loaned without charge to anyone who wishes to show it to a group.

### THE ARF CONFERENCE

For the second year in a row the Advertising Research Foundation's annual conference was devoted entirely to the quest for better measures of advertising effectiveness. This persistence is certainly courageous, especially in view of the results of last year's conference. It was the opinion of the editors of MEDIA/SCOPE at the time (November 1958, page 48) that "the conference demonstrated that, actually, little information has been produced that is useful to advertising practitioners, and that that little is largely in the laboratories and notebooks of theorists who do not quite speak the language of working advertising men."

At this year's conference there were relatively fewer academic representatives and rather more speakers from

## Scope on Media

companies and agencies, but the language—and the practical results—were much the same. If anything, the emphasis on mathematical model making and mathematical formula construction was more marked this year than last. For example, Gerald B. Tallman, associate professor of M.I.T.'s School of Industrial Management, contributed a discussion of marketing-system models that was less provocative, but not much more specific, than last year's similar report by his colleague, Jay W. Forrester. While this research is primarily concerned with the construction of mathematical models as an aid to planning strategy, Professor Tallman did discuss the contribution of models to measuring advertising effectiveness. But this contribution, apparently, is limited to keeping track of advertising's effect on brand awareness levels, and to computations of similar type.

Model building—in this case models for the psychological measurement of consumer taste—was also the subject of an address by Clyde H. Coombs, professor of psychology at the University of Michigan. As with most expositions of this kind, it was obvious that the techniques and theory of psychological measurement are not now adaptable to commercial applications; Professor Coombs admitted as much in his conclusion.

The third of the model builders at the conference was Benjamin Lipstein, associate research director of Benton & Bowles, who discussed the dynamics of brand loyalty and brand switching. Despite Mr. Lipstein's comment that "our knowledge of this phenomenon is surprisingly limited," it appears that mathematical models such as the Markov Chain concept can bear fruit—at least in relation to brand switching data. Mr. Lipstein claims, among other things, that his analysis permits the examination of actual brand purchase data under controlled conditions which can never occur in the market place but can be expressed mathematically. This, he says, "provides a uniquely powerful tool for evaluating promotional and advertising campaigns and marketing strategy."

All in all, the impression left by the conference is of researchers chipping away at the edges of a large and mysterious subject. Many of the papers dealt with preliminary tasks or with research in sharply circumscribed departments of the problem. John H. Kofron, director of research of the Chilton Company, for example, was concerned with identifying the audience target for advertising as a prerequisite for measuring the effectiveness of that advertising to that audience. (Actually, this presentation was concerned with advertising effectiveness only marginally; it dealt with the *Iron Age* buying influence survey, one of the recipients of MEDIA/SCOPE's Annual Media Awards early this year).

Malcolm A. McNiven, manager of advertising research of Du Pont, attacked the problem from another angle: the design of valid mail questionnaires to measure the effectiveness of industrial advertisements. A third ap-

proach was reported by Melvin E. Salvesson, president of the Center for Advanced Management. He analyzed, not so much the techniques for measuring effectiveness as the criteria for evaluating the effectiveness developed by company managements—i.e., what advertising is supposed to do rather than how well it does it.

Not one of the speakers—not even the operations research experts—claimed to have all the answers. Rather, the mood of the conference was that the advertising and marketing process has become so complex that there is danger of a complete failure of conventional techniques and knowledge to represent reality. In the light of this, any new technique that promises to organize the chaos is worth a try. Seymour Banks, vice president in charge of media planning and research of Leo Burnett Company, phrases this attitude well: "We are well aware of the fate of that young man who pushed onward to the heights shouting 'Excelsior!' and waving a banner with a strange device. We have no desire to be found frozen on the heights. On the other hand, we believe that if we can articulate the needs of the advertising community on the nature of the data required for sound media evaluation, others will follow. When sufficient demand makes itself felt, the required research technologies will be produced."

### NEW FM GROUP

Keep your eye on the new National Association of FM Broadcasters, but don't expect too much too soon. It will take many dollars to match the promotional efforts of media counterparts in print and broadcast. Ahead for the NAFMB lies much organizational spadework.

Meanwhile, in many markets throughout the country, what FM broadcasters lack in group strength in dollars will be offset on the local level by enthusiasm, energetic selling, and media and market studies. Also, remember that the strong trend to FM listening—and it is not to be underestimated—is attracting the attention of more and more national advertisers. (See MEDIA/SCOPE, July 1959.)

Three facts stood out at the recent meeting in Chicago:

1. The amount of time allotted on the program to audience and marketing research. (On hand were Alfred Politz, Arno Johnson, and Dr. Sidney Roslow.)
2. The broad geographic representation provided by FM broadcasters attending the meeting.
3. For the first time, all elements of the FM broadcasting industry together under a single organization.

President of NAFMB is Fred Rabell, KITT, San Diego; executive vice president, T. Mitchell Hastings, Jr., The Concert Network, Boston. Other officers are: secretary, Frank Knorr, Jr., WKPN, Tampa; treasurer, William Tomberlin, KLMA, Los Angeles; regional vice presidents, Mid-west, Walt Dennis, WBBM-TV, Chicago; East, Ray Greene, WFLN, Philadelphia; West, Thomas Baxter, KFMU, Los Angeles.



# McCall's is



# FOR

## number

# 1

**in total editorial lineage  
in 4-color editorial pages  
in total service editorial lineage  
in food editorial lineage**

McCall's today leads the field in presenting the most service lineage, the most reader lineage in the most attractive 4-color editorial format in the service field. The results? Newsstands sell out issue after issue. Subscription renewals zoom upward, and, beginning in February, 1960, you're guaranteed a new circulation of 5½ million (up 300,000). New

five-color presses developed exclusively for McCall's make possible a new economy in rates. No increase in cost-per-thousand for 4-color or 4-color bleed pages, as well as no extra charge for bleed. McCall's today is your most efficient advertising buy. Ask your McCall's representative for details.

Over 12,500  
U.S. Manufacturers  
will be advertising  
their products and  
services in the  
No. 1 Market Place  
of Industry...  
the 50<sup>th</sup> Edition  
of Thomas Register.

Firms representing  
80% of the industrial  
buying power of the  
country use T. R.  
70,000 Times a Day  
to locate suppliers!

# THOMAS REGISTER



Write for  
ABC Statement



**Industry's No. 1 Publication**  
because it's  
**Industry's No. 1 Marketplace**  
Thomas Publishing Company  
461 Eighth Ave. • New York 1, N. Y.

## Letters

### "LETTER X"

I've long suspected that I don't drink the proper number of martinis before lunch, and it's a certainty that I wouldn't know the difference between a call girl and a college house-mother, but gee, I didn't think I was that naive!

The article "Should We Probe for Letter X?" in the August issue of MEDIA/SCOPE sure woke me up. Until now, I've thought we media salesmen were a group of clear-eyed American youths attempting (and often succeeding) to serve not only our own interests but those of advertising agencies and their clients.

The fact that the only "X" letters our salesmen carry in their "luggage" are letters from satisfied advertisers, attesting to their results, may have caused my complacency. Or, it may be that because we represent religious magazines exclusively, our Christianity has dimmed our vision of evil-doing. In any case, I still cannot believe that "many, if not all" media salesmen carry . . . "Letter X."

WILLIAM B. SHUBERT

Allan E. Shubert Co., publisher's  
representatives, Philadelphia.

### APPROVES OF "HOOKERS"

Since the inception of MEDIA/SCOPE, we have looked at this publication as an authoritative voice, but we take violent exception to the ridiculous comments of Dave Wasko ("Trade Talk") in the August issue, which refers to the use of "hookers" on national advertising.

Mr. Wasko would be wise to check his facts in future. We publish 28 newspapers in Canada, all of which do a large-scale job of selling retail hookers to national advertising. From our experience, we think it is incredible that any informed person would say that newspapers do not like hookers because they mean a reduction in retailers' linage. The opposite is very definitely the case. Hookers are more often than not *plus* linage.

Mr. Wasko also states that some newspapers over-shrink the national advertisement or leave out a piece of it to accommodate the hooker. This is the most ridiculous statement I

ROCK ISLAND • MOLINE • EAST MOLINE • DAVENPORT



ONE OF  
THE

FIRST 100 MARKETS

## NEW MARKET DATA

**EMPLOYMENT HIGH.** Employment in this Group B labor market now measures over 104,000. Employment will remain stable or rise slightly through September, according to current forecasts. Unemployment is the lowest in six years. Job opportunities remain slightly in excess of job seekers.

**LARGER EBI.** Quad-City Effective Buying Income is \$6402 per household. Area total EBI is \$536 million, an income increase of 33 percent since 1950.

**CASH INCOME STRONG.** Quad-City Income per household is 8.6 percent above the national average. Sixty-two percent of the Quad-City households are in the \$4,000 to \$10,000 income bracket.

**RETAIL SALES INCREASE.** High Quad-City employment is reflected in a strong surge of retail sales, particularly in the Illinois sector. May figures for Rock Island County represent an increase of 7.7 percent over one year ago, and nearly 10 percent above the preceding month. Retail sales total in the Illinois sector was \$15.5 million during the month of May.

**GET YOUR SHARE.** The Moline Dispatch and the Rock Island Argus cover the Illinois sector of the Quad-Cities (56% of the population) with effective daily penetration (88%). Address Harold Swanson, at either of these Illinois newspapers, for complete market data.

Quad-Cities Largest Combined Daily Circulation

ROCK ISLAND ARGUS  
MOLINE DISPATCH

Not a Rep. — THE ALLEN KLIFF CO.

have ever heard. To my knowledge, there has never been an instance of this nature in Canada.

As far as the effect of hookers is concerned, we can show Mr. Wasko literally hundreds of documented case histories of direct traceable results for the manufacturer when he allows a retailer to run a hooker beneath his national advertisement.

I defy Mr. Wasko to show me the same type of direct results from national advertising in any other medium anywhere in the world.

E. J. MANNION

Director of advertising, Thomson Newspapers, Toronto.

#### NEWSSTAND SALES

I was very interested to read the remarks by Mr. Pfeifer in the August issue of MEDIA/SCOPE concerning the need for more than "nose counting" in the realm of magazine advertising research.

As a matter of fact the Council for Independent Distribution (the international association of magazine, newspaper, and small book wholesalers) will shortly release what I believe to be unique research findings in just this area, conducted by CID's committee on market research, Western Reserve University. The study will attempt to answer some of the following questions. Why do people subscribe or buy at the newsstand? Why isn't every issue purchased? Why was this issue purchased? Who purchased this magazine?

Answers to each question will be further broken down according to the kind of magazine—i. e., men's, general interest, shelter, etc. Pilot findings were completed earlier this year, and results based upon a projectable national sample will be released to the industry early this fall.

CID has long felt the need for authentic documentation that newsstand sales vitality is not a thing of the past, and we hope this study will bear out the generally accepted belief. However, the committee's chairman, Robert Klein of Cleveland, scrupulously avoids "answering" any predetermined question, and we join with Mr. Klein in hoping to submit the valuable research findings to the industry at large regardless of what they may turn up.

EDWIN A. KARTMAN

Council for Independent Distribution, Chicago.



## our news is HOTTEST

Hottest news in WBT's area is the success of WBT's news programs.

They outdraw the so-called "music and news" stations' newscasts by 98% more listeners mornings, 91% more afternoons and 137% more at night.\*

Seven news gatherers cruising in seven two-way radio equipped cars join with CBS' honored news staff to provide Carolinians with the most complete radio news service in the nation's 24th largest radio market.\*\*

Let us make sales news for your product. Call CBS Radio Spot Sales for a WBT news schedule.

\*Pulse 25 county area 1959 (March)

\*\*A. C. Nielsen Co.

# WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY



# THE LONG BEACH, CALIFORNIA CITY ZONE NOW JOINS THE OVER 500,000\* POPULATION GROUP

\* - 508,369

Source: Audit Bureau of Circulations

**Independent  
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally by  
**RIDDER-JOHNS, INC.**

Member Metro Comics Group

## Trade Talk

Dave W...



**Radio Wrangle . . .** The competitive situation in radio time sales will apparently be revolving more and more around the *quality* of programing. With the general consensus (among those who know little about today's radio) being that radio broadcasts only news and music, the powerhouse stations, through reach and programing, are intensifying their campaigns to teach time buyers that ratings and low rates don't necessarily produce campaigns that result in sales. The obstacles in this campaign are: (1) Time buyers are so busy they are pressed for time to listen to the prime station presentations. (2) The prime stations may not have prime time available for the prime advertisers who might want to buy them. The reason: local advertisers, the prime stations' prime customers, sew up the prime times.

**The "Million" Mystery . . .** The formation of Million Market Newspapers Inc. as "the newspaper selling group of the future" is puzzling. Two of the papers had exclusive representatives working for them hard and well. It follows therefore, that if these representatives' work needed strengthening, it was because of weaknesses back home. The others, with top-notch salesmen rather than mere representatives, kept their papers at the top of the national billing heap in their markets. It will be interesting to learn the constitution of their new so-called "creative selling" program and the expanded national sales, service, marketing, and research facilities. The other item of interest will be the present ratio of their selling costs to national sales compared to those of the new outfit. Regarding the possible effect of the formation of the super salesmen on the newspaper representation business as a whole, observers

on the buying side of the business believe it will change nothing. New representative firms have been started before. The only difference is that these papers will probably pay a higher tab for the same sales results.

**Wasted Effort . . .** While the Television Bureau of Advertising is doing a whale of a job selling the medium to national advertisers, the results of their effort often develop undue consequences, because of the way many of the outlets and their representatives handle advice on availabilities. While buying TV today is as complicated as the stock market, the stations and their representatives make it more confusing by offering time and programs *not* available. Sometimes this is because of the fact that time is sold in the interval it takes to get from the station to the agency. Often, however, some agencies are given availabilities which are subsequently sold to someone else, with the others not being informed of the sale until two or three days later. Nothing is so embarrassing to a time-buyer as offering a client something that isn't for sale. A little tightening up on this operation would represent better TV sales relations for the industry.

**Sleeper . . .** Movie theater advertising is beginning to get a little more attention from national advertisers these days. With few space buyers in the advertising capitals exposed to it (too much overtime), they, as a group, are not inclined to think of it too often. Part of the fault for the slow expansion of this medium lies with the industry itself. As a matter of fact, the film producers who make the commercials are better salesmen for the medium than those that sell the space. Most advertisers that use the medium once stay with it.



## No other paper in Boston hits home like The Globe

It's a fact! The Globe has the largest home delivery of any other Boston newspaper. Mothers read it! Fathers read it! Children read it! Older people read it! Mornings, evenings and Sundays, The Globe reaches the most people in the rich New England market. Little or no self-duplication either (the morning and evening editions are substantially the same). Its high circulation is based on solid readership, not on contests. What's more, The Globe is the unchallenged leader of New England in ROP color. To sell Boston, buy The Globe.



# OB-VI-OUS-LY

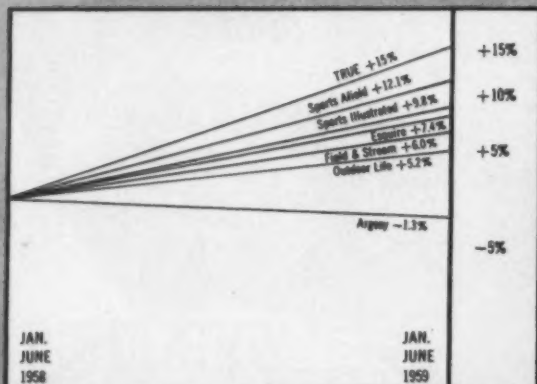
more and more advertisers realize the importance of selling direct to the

# UN-UX-ÓRI-OUS\*

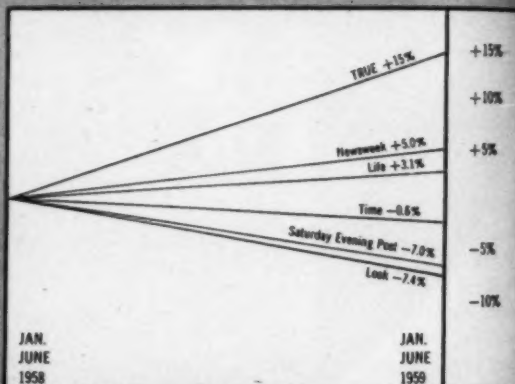


Compare **TRUE** —Up 15% in advertising lineage—with its top competition!

## MEN'S FIELD Advertising Lineage



## TRUE vs. leading weeklies and bi-weeklies



Source: Printers' Ink

PRACTICAL PROOF OF THE UN-UX-ÓRI-OUS\*, THE **TRUE** MAN'S MARKET VALUE!



- ★ TRUE outgained all its competition in the Men's Field in 1st 6 months advertising lineage!
- ★ TRUE outgained all major mass circulation weeklies and bi-weeklies in 1st 6 months advertising lineage!

TRUE, the world's largest medium for the ALL-MALE MARKET!

If you have a product that's specified and bought by men, sell it through TRUE, the Man's Magazine . . . and sell it to the top of the crop—the un-ux-ó-ri-ous\*, the 2,300,000 un-ux-ó-ri-ous\* who buy TRUE every month!

# TRUE

A Fawcett Publication

the un-ux-ó-ri-ous\* MAN'S Magazine

\*Un-ux-ó-ri-ous . . . The decision maker . . . not excessively or dotingly submissive to a wife.

Media/scope, October, 1959



# UN-QUES-TION-A-BLY

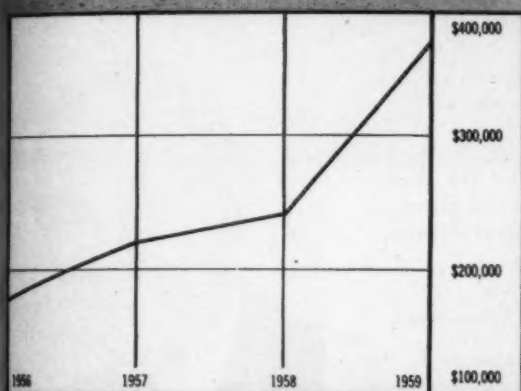
TRUE's latest ad lineage  
and revenue figures confirm  
the trend toward the

# UN-UX-ÓRI-OUS\*!

# SUCCESS

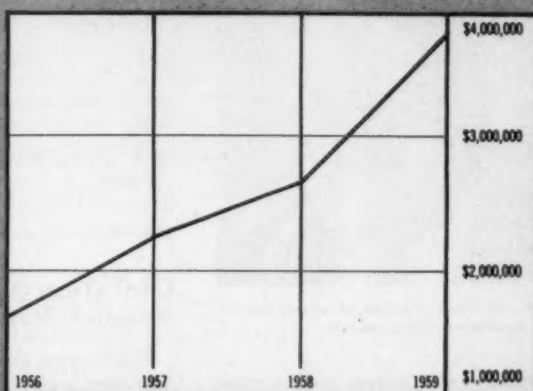
is the key word for September **TRUE** setting tremendous,  
new records for . . . the world's largest selling magazine for men.

September ad revenue smashes all records!



TRUE SEPT.

9 month ad revenue hits all time high!



TRUE Jan. - Sept.

SEPTEMBER SUCCESS—**TRUE** HITS NEW HIGHS FOR MONTH . . . FOR 9 MONTHS!

- ★ A new SEPTEMBER record for advertising dollar investment!
- ★ A new 9 month record for advertising dollar investment!
- ★ A new, new, all new record number of advertisers!  
... and still the all time champion in circulation (ABC—2,300,000)  
among the men's books.

# TRUE

A Fawcett Publication  
the un-ux-o'ri-ous\* MAN'S Magazine

\*Un-ux-o'ri-ous . . . The decision maker . . . not excessively or dotingly submissive to a wife.



## Men of the Month in Media

### McCall's Ed Miller — Research Man as Publisher

When A. Edward Miller moved into the publisher's office of a revitalized *McCall's* magazine a few days ago, it marked the first time a research-oriented executive claimed top spot in a major medium since Frank Stanton became president of CBS in 1946.

It won't be the last, either, because, Mr. Miller believes, the qualities of a good research man are the same as for a good manager. "First," he explains, "both require the ability to analyze a problem with the aid of



McCall's Ed Miller: A publisher reflects the editorial product in all departments.

information that exists, and to make accurate decisions. Second, a research man and a manager need imagination. Good research these days is more than fact-finding. The fact-gatherers are gradually giving way to men who can formulate problems and their solutions in imaginative and fruitful ways." Management has traditionally gone to the ranks of editors, financiers, or salesmen for publishers.

As to his functions as publisher, Mr. Miller is equally clear: "The heart of a magazine is its editorial product. The function of a publisher is to reflect effectively the editorial quality of the book in all departments."

In a sense, Mr. Miller has been preparing for a management job since his graduation from college (College of the City of New York, 1939). Trained as an accountant, he lost interest in accountancy when he ob-

served that the preparation of the profit-and-loss statement seemed the end of the accounting process, instead of the beginning.

"In my opinion, the p-and-l statement should be the starting point for discovering the 'why' of the facts which it reports." His last accounting job was with Ernst & Ernst, auditors for Time, Inc. (among his assignments: preparing Henry Luce's personal tax return). In 1943, Neil Dubois, then research director of *Time* and *Life* offered him a job. When Mr. Dubois resigned in 1947, Mr. Miller replaced him as *Life's* research director. It was under his direction that most of *Life's* important research into audience was done.

In 1956, Mr. Miller moved further into general management when he became assistant to *Life* Publisher Andrew Heiskell, in charge of long-range planning for the magazine.

Mr. Miller is a member of the board of the American Marketing Association, a member of the Market Research Council, and of a variety of statistical and sociological societies.

### CBS' Oscar Katz — Research Man as Showman

What price showmanship? In the past year, a good deal has been made of the gap in understanding between the creative personnel in television who create mass entertainment, and the commercially-trained advertisers who pick up the tab.

But the conflict is full of little ironies. Young & Rubicam's Peter Levathes, for example, is a firm believer in vesting the creation of TV programming in the hands of persons with extensive show business background. Yet Mr. Levathes himself entered the motion-picture business as a lawyer for 20th-Century-Fox (to which he shortly will return as head of its television subsidiary).

Thomas McDermott reportedly left Benton & Bowles because he could no longer find scope there for his considerable creative gifts. Some expected that he would succeed Hubbell Robinson as head of CBS-TV programming. Mr. McDermott went with a TV film packager instead.

The irony lies in the fact that the CBS programming job, one of the most creative posts in media today, has now been turned over, not to a "showman" but to Oscar Katz, an executive who made his reputation in research. It is the first time in network history that this has happened.

Mr. Katz, of course, is not unfamiliar with the complexities of programming a schedule for a major network. He has been vice president in charge of daytime programs for CBS since 1956, and has presided over the development of a number of successful shows. He has also been a member of the network's executive program plans board since 1951.

A graduate of the College of the City of New York, Mr. Katz joined



CBS-TV's Oscar Katz: Are research and showmanship mutually exclusive?

CBS's research department in 1938. He was appointed assistant director of the department in 1942, and head of the department in 1948. He was named director of CBS-TV research in 1951.

Mr. Katz's appointment is considered in the industry to mark an effort by CBS to strengthen the program department's administrative organization, since Mr. Katz has the reputation of being a strong administrator. As for the programming direction of CBS, it is perhaps too late this season to see what effect Mr. Katz's research acumen has on the network's schedule. But the 1960-1961 season should demonstrate whether or not big audiences are the exclusive property of the showmen.

# The Old Swimmin' Hole



*The Snyders of Orange County, Calif., as featured in Farm Journal*

No problem keeping these farm youngsters home... not with a pool in their own back yard. Things are changing fast on the farm; you'll find quite a few FARM JOURNAL families with their own swimming pools.

These pools are primarily for pleasure, but they're practical, too... for storing irrigation water, or as a reservoir for fire protection. Of course, no pool is really complete without all the other essentials of modern outdoor living—barbecues, picnic furniture, sports and recreation equipment.

As yet, not all farm families live like the Snyders. But every day, more and more are living this way. And most farm families look to FARM JOURNAL to help show the way.

Cool pools require cool cash, and prosperous farm families are

today's most eager buyers. With \$200 billion worth of assets, they can afford to satisfy lots of long-deferred desires.

Here is a major marketing opportunity. To make the most of it, remember these two important facts: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

## SPLASH TAKES CASH

**\$** Cash income per average farm family is up 40% in the past 10 years.

**\$** Based on the latest U. S. Department of Agriculture figures, the average farm family now spends an estimated \$10,000 per year.

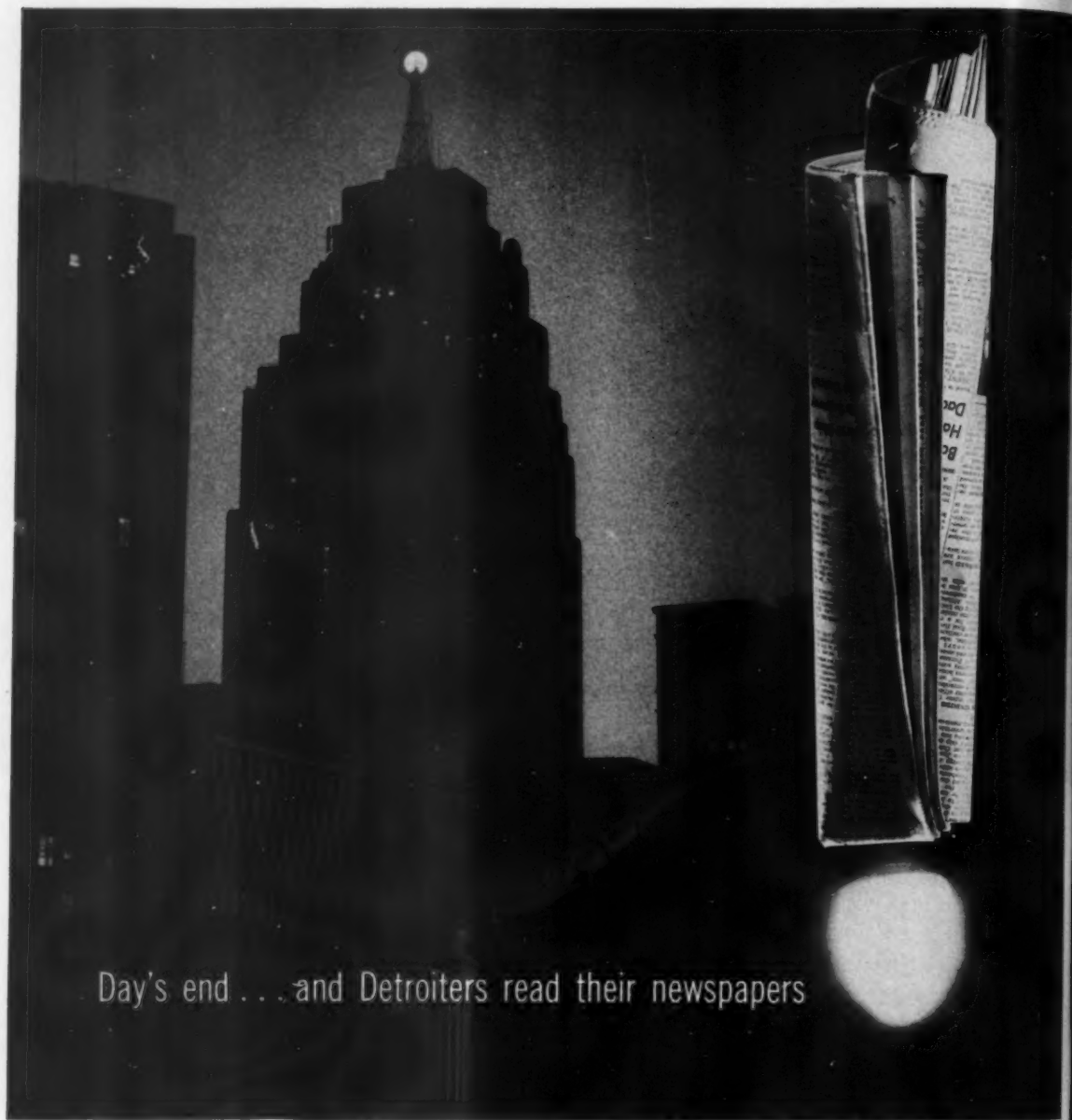
**\$** We estimate that the average FARM JOURNAL farm family now spends more than \$12,000 per year.

Most of the best farm families depend on



the same is true among advertisers

Graham Patterson, *Publisher*  
Richard J. Babcock, *President*



Day's end . . . and Detroiters read their newspapers

Total unduplicated metropolitan household coverage of both evening papers: **70.5%**

Any other combination comes to no more than **58.1%**

On-the-go Detroiters relax with their newspapers in the evening! The percentages prove it! THE DETROIT TIMES in combination with Detroit's other evening newspaper reaches 70.5% of the metropolitan buying area . . . the very finest unduplicated coverage available. To sell Detroit, be sure to sell through THE DETROIT TIMES.



KEEP YOUR EYE ON THE TIMES

**Detroit Times**

Represented nationally by HEARST ADVERTISING SERVICE INC.

#### AGENCY

The agencies are not concerned with the services provided by the agencies.

The question is: "What agency does the commission?"

answered. The simple answer is: "The question is: 'What agency does the commission?'"

involves the agency's ability to handle the commission.

thing else. The agency's ability to handle the commission is the key to success.

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prepare a plan for the commission. The plan should be based on the agency's ability to handle the commission.

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## Media/quotes

### AGENCY COMPENSATION

The problem that advertisers and agencies are involved with really does not concern the system of compensation. The nub of the problem is: What services do the advertisers and agencies agree should be performed by the agency and what are these services worth?

The question, "What should an agency do for the 15 per cent commission?" is often asked, but seldom answered. I will give you a fairly simple formula for answering this question in any one specific case. It involves planning more than anything else. Every advertiser and every agency should keep a fairly comprehensive file on each advertising project undertaken. Periodically (at least yearly) the advertising department and the advertising agency should prepare a report of the projects completed during the past year. In addition to listing the projects, an attempt should be made to explain what has been accomplished through the completion of each project; the whole period's work can thus be evaluated.

The report of projects prepared by the agency should include a list of the projects, a visual and verbal explanation of each one, an evaluation on the basis of cost, results accomplished, and agency expenditure. Then a separate table should be prepared by the agency to show how many hours of each kind of service were used in doing each kind of work for the client. This should include how much contact time, how much copy time, how much art time, how much research work—all in terms of hours spent, and finally in terms of the value of the time used, based on hourly rates for each class and grade of skill. With this kind of information as a background, the agency and advertiser can plan together what work should be done by the advertising department and what should be undertaken by the agency for the ensuing period.

After making such a plan, the agency should determine who will do each phase of the work and the time required. On the basis of hourly rates the agency then can determine what the value of the work will be. Such a

figure can then be compared with the income to be received from commissions from media.

If the value of the services planned is equal to the commission that the agency will receive, then the agency should perform all the services listed in the plan. If the value of the services performed is greater than the commission received, it can readily be seen that the agency must receive a greater fee. Finally, if the value of the services to be performed is less than the commission received, it is obvious that the agency should either perform additional services or rebate a part of the commission; for no progressive agency wants more for its services than the cost of those services and a reasonable profit.—IRA RUBEL, president, Ira Rubel & Associates, before NIAA, San Francisco.

### EFFECTIVE RADIO BUYING

I submit that many people in the advertising business, including clients, agencies, and broadcasting people, simply haven't faced up to how much radio has changed—how different its requirements are, how much attention it needs if dollar investments in the radio medium are to pay off.

First of all, let me take just a moment to discuss it as a medium. Practically nobody listens to programs any more. The golden days of Gus Haenschen and His Orchestra, Joe Penner, Baron Munchausen, Phil Spitalny and his All-Girl Orchestra, Rubinoff and his Violin, are no longer with us. Radio programs having any listener loyalty among purchasing adults can be counted on one hand. Lowell Thomas still has some loyal followers. He stands like a mustached monument among the wreckage. Where are the commentators of yesterday? The Boake Carters, the H. V. Kaltenborns, the dooms-day voice of Gabriel Heatter? Alas, even important radio newsmen have become sort of anonymous. Today, commercials, instead of being part of an eagerly awaited show, are mixed in a melange of music, weather reports, news items, interviews, commercials, etcetera, etcetera, etcetera, as the King of Siam put it. How, lacking the support pro-

## Advertising that sells!



**Industrial directories  
back up your  
advertising campaign  
...and sell your  
products**

Directory advertising gives the prospect information about your product at the critical time when he is ready to buy.

The N. I. A. A. "Survey of Industrial Buying Practices" showed directories were Number One in making the original contact between buyer and seller. Directories help your advertising schedule produce these all-important "original contacts."

CONOVER-MAST PURCHASING DIRECTORY gives you the most industrial circulation. It is the only general industrial directory that includes telephone numbers, nationwide, of companies selling to industry. Many manufacturers list branch offices, or distributors, to facilitate fast, local contact.

Be sure your schedule includes this powerful business producer.

### Conover-Mast Purchasing Directory

A CONOVER-MAST PUBLICATION  
205 E. 42nd St. New York 17, N. Y.  
MU 9-3250

**Read**  
for one purpose  
only ...



# PRODUCT INFOR- MATION

What better place ...  
What better timing ...  
for your  
PRODUCT ADVERTISING  
in today's  
changing markets?

Details? Send for 26-piece  
complete Data File Folder.

*P.S.* Reaches 73,003 product  
selectors in the 40,092 most  
active, best rated plants,  
for \$185-\$195 per month.

**Industrial Equipment News**  
THOMAS PUBLISHING COMPANY  
461 Eighth Avenue, New York 1, N.Y.  
Affiliated with Thomas Register  
**PRODUCT INFORMATION HEADQUARTERS**

grams once commanded, can commercials be effective on radio today?

For instance, there is the Flako story. All due credit to the Clinton E. Frank agency for giving Mother Radio a job to do and then furnishing her enough sustenance to get it done. You may have heard the story. Quaker Oats Company introduced a product called Flako. They used nothing but radio. In more than 40 markets, on one or more stations in each market, they purchased a commercial announcement every 15 minutes between 9:00 A.M. and 4:00 P.M. on Thursday and Friday for a period of 26 weeks. People heard more Flako commercials than they did music, news, and interviews. I understand the client was very happy with the way Flako sold in those markets.

So, I postulate this theory: That before the creation of effective radio commercials comes the creation of effective radio buying. Jot that one down for your media departments. I believe that effective commercials on today's radio demand tremendous frequency—not only to reach more people more often, but also to create the impression that you're doing something big and exciting. This may sound as simple as ABC, but how many people, agencies, and clients subscribe to it? —KENSINGER JONES, vice president, Campbell-Ewald Co., before Summer Workshop in Creativity in Advertising, Chicago.

## GREATER ADVERTISING IMPACT

There are seven ways salesmen can enhance the impact and value of company advertising:

1. Know the national and local schedules of each of the brands you sell and make it a point to see that the trade fully understands the support the company gives its brands.
2. Know the ads, themes, and the message being hammered home in the ads, and discuss these ideas with the trade at every opportunity.
3. At distributors' meetings, make particular point of covering in detail facts about current advertising and sales promotion. Never assume anyone knows anything about this.
4. Watch positioning in local media. When you find one of your ads badly placed, get in touch promptly with space representatives involved. Let them know you are watching the

Get in on

## THE LION'S Share of the Upper Income Market



delivers an audience of

**497,984**

paid subscribers

with an

**average annual income  
of \$12,370.00**

at a page cost of only

**\$2.71 PER THOUSAND**

## What is a Lion?

- He is a loyal, active member—invitation only—of Lions International, the world's largest service club organization.
- He is a business executive or professional man.
- 74% are business owners, presidents or corporate officers.
- He is a family man, age 45, with two teen-age children.
- He is a sportsman, and a hobby enthusiast.

## Get ALL the facts on this kingly market

A recognized market research firm recently completed an accurate, unbiased and completely independent study of THE LION market, based on personal interviews. You'll find all the exciting facts interestingly presented in the easy-to-read booklet, "CAPTIVE... BUT NOT CAGED." Call or write Robert F. Chana, Advertising Manager for your copy - today!

**The LION Magazine**  
209 N. Michigan Ave. • Chicago 1, Ill.  
Telephone: ANdover 3-2500



use of company advertising money, and encourage representatives to watch this on their own.

5. Be aware of outdoor advertising in your territory. Watch for any unauthorized moving of any company ad from a good location to a poor one, or whether the paper is torn, lights are out, or an ad has become shabby. Call the plant operator on these complaints.

6. Buy copies of national magazines which have company brand ads. Show these around in the trade. Talk this up enthusiastically.

7. Actively place sales promotion material in the best outlets and in the best position. Don't settle for second-best position.—ALYNN SHILLING, vice president, advertising and sales promotion, National Distillers Products Co., before annual meeting, Los Angeles.

#### FREEDOM TO ADVERTISE

Let us face up to the fact that, under today's costs, neither freedom of the press nor freedom of speech (with any assurance of being heard) is economically even possible in America without the definite freedom to advertise any legitimate activity.

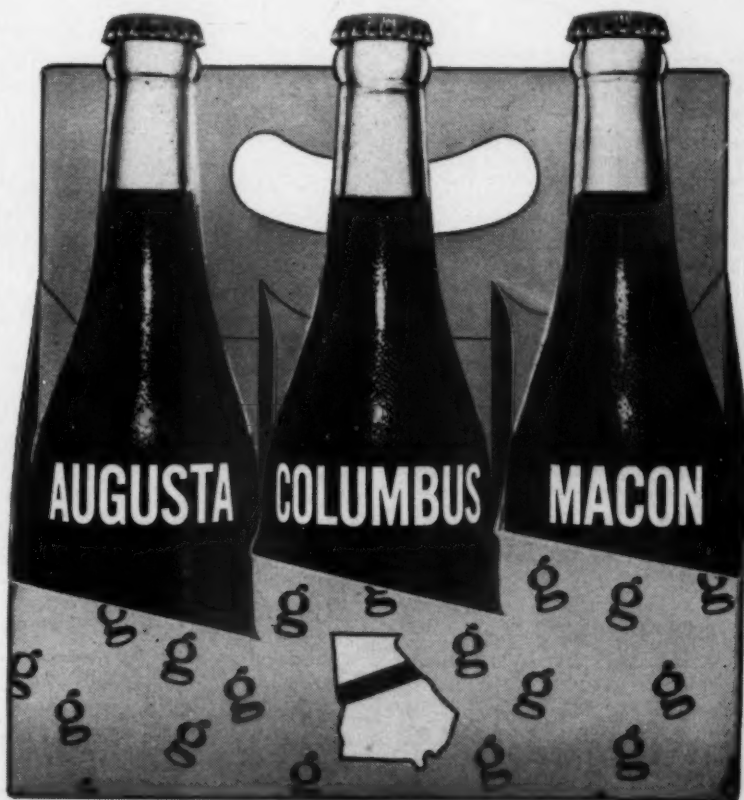
Today, an editor writing something to be published so that it may be delivered to even one-tenth of one per cent of our population has to have several million dollars behind him, invested in plant and equipment. And he has to meet operating costs of several million dollars more. To him, freedom of the press is possible only because hundreds of companies and individuals want to advertise to his readers, and the factor of safety-in-numbers guarantees the editor's independence from any one or any few of these advertisers.

Also, freedom to advertise is the guarantor of freedom of the press and freedom of speech with assurance of being able to be heard. Any individual engaged in a legitimate business or activity may inform the public about it, through that same editor's multi-million dollar medium, for as little as two or three dollars!

After all, what is advertising? Advertising is just a short and snappy name for the method by which you can convey to me a piece of information you have a perfect right to tell and which I have a right to receive. Anything that interferes with this is

## package buy: America's 30<sup>TH</sup> metro market

With over 650,000 population, the combined Augusta-Columbus-Macon metropolitan market is 30th in the U. S. And it's yours with the Georgia Group papers, reaching 4 times as many homes in this 3-in-1 metro market as any other paper. Schedule the Georgia Group. One order, one bill, one check . . . and savings up to 17%.



## THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News  
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



Watch it, mister! That's a valuable piece of property. Come on, now. Let some of those other gas distribution people read it, too!

We know you're happy about having your very own publication — one that specializes exclusively in your particular phase of the gas industry. No gas producing, no gas pipelining — just pure, straight-line editorial coverage of gas distribution.\*

Besides, you'll be getting American Gas Journal every month — delivered at the city gate — right where your market begins! And each successive issue will be bigger and better — more ads, more "how to" editorial. (That's why 81.97% of you renewed your subscriptions to AGJ.)

\*Definition of An Industry: "Distribution System" means (as described by FPC) the mains which are provided primarily for distributing gas within a distribution area or for connecting two or more districts within a distribution area, together with land, structures (other than storage land and structures), valves, regulators, services, and measuring devices. The distribution system begins at the inlet side of the equipment which meters or regulates the entry of gas into the distribution system, and ends with, and includes, property on the customers' premises.



How to take dead aim on the billion-dollar (plus) Gas Distribution Industry. It's all there in simple terms — in AGJ's new Basic Annual Presentation. Market facts, buying titles and practices. Drop us a line and your copies are on the way.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Gas Journal**

THE PETROLEUM ENGINEER PUBLISHING CO.  
800 DAVIS BUILDING • DALLAS

not just an obstruction of advertising but an obstruction of your right to say—and my right to listen."

What the country needs is state by state and federal passage of "Right to Advertise" laws, specifically prohibiting curbs to the right of any legitimate company to inform the public—and the public's right to be informed.—ROBERT M. FEEMSTER, chairman, executive committee, Dow Jones & Company, Inc., before the American Bar Association Convention, Miami.

#### "COME AND READ ME"

Sales in our open society don't add up to a neat table of automating push-buttons. Direct mail isn't the one and only ticket for selling miniature green widgets, trade magazines for peddling giant yellow trifles, with each different medium cutting a sure-fire notch from its altogether unique niche.

Instead, we see an immense collaboration. Our markets receive a wealth of signals sent through many many channels, all getting fractional responses that add up to an immense variety of jobs done. Oftentimes several media help run interference so that a salesman consummates transactions at point of sale.

I'll concede my personal preference for print media. They're indelibly accountable. What you process, and what we publish, are there in cold type for the reader to re-read if he chooses. And one thing I like about your handiwork is that you put your heads right on the block nearly every time, staking your reputations on direct results. In so much of your communication, you must produce, or else make way for your successors.

In media like yours and ours, the primary obligation is to be read by readers. We all know that long and complex operations must precede this to see that your letter and that our current issue get into the right reader's hands. But the climax, the moment of truth if you will, is to interest that reader once we capture a beach-head on his patience in this busy, distracting world.

We try, and I assume you must also, to make every sentence, every paragraph, every story and every page cry out to the reader, "Come and read me."—GIBSON McCABE, president and publisher, *Newsweek*, before Direct Mail Advertising Association, Quebec.

## Looking for more sales in the Los Angeles market?



Read these five facts—proof that the Herald-Express will really make sales soar!

1.

Largest evening circulation in Western America (355,689)\*!

2.

A circulation G-A-I-N of 13,634 average Net Paid Daily since last year!

3.

Concentrated circulation strength where the bulk of the markets' buying power concentrates!

4.

Less duplication with secondary market newspaper than any other metropolitan daily in Los Angeles!

5.

75% of Herald-Express families read no other metropolitan newspaper!

\* ABC statement, 6 month period ending March 31, 1959, subject to audit.

Media/scope, October, 1959



...and, night after night, the Herald-Express soars into more homes than any other evening newspaper in the West. Better make sure your advertising message goes along!

Largest evening circulation in the West's biggest and best market! Represented nationally by Putnam, Regan & Schmitt, Inc.

**LOS ANGELES HERALD-EXPRESS**

Reel/mag, October, 1959



# LOOKING FOR

ILLINOIS

STATE OF GEORGIA  
1776

GEORGIA

TENNESSEE

NORTH CAROLINA

The flags of  
part of America  
radio land.  
and the Cross  
and to be go  
State borne  
communities.  
For it has alwa  
the Crosby Br  
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and charitable  
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The WLW Stat  
service—unfur  
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people of the  
our Pride and

the dynam

WLW-D  
Television  
Dayton

CROSBY



# OUR BANNERS.



GEORGIA

The flags of our country fly over a part of America called GEORGIA and Radio Land.

And the Crosley WLW Stations have tried to be good citizens under these State banners—thru service to their communities.

For it has always been the principle of the Crosley Broadcasting Corporation that a Television or Radio Station must be truly a good neighbor in its community — by performance and leadership in entertainment, religion, education, news, safety, health, civic and charitable causes, fine arts, and for the fundamental freedoms of our Nation.

The WLW Stations pledge continued service—unfurling progress and patriotism before them for the 20 million people of these communities. This is our Pride and our Privilege!

*The dynamic WLW Stations:*

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-I**  
Television  
Indianapolis



CROSLY BROADCASTING CORPORATION

byco

**CANADA'S**

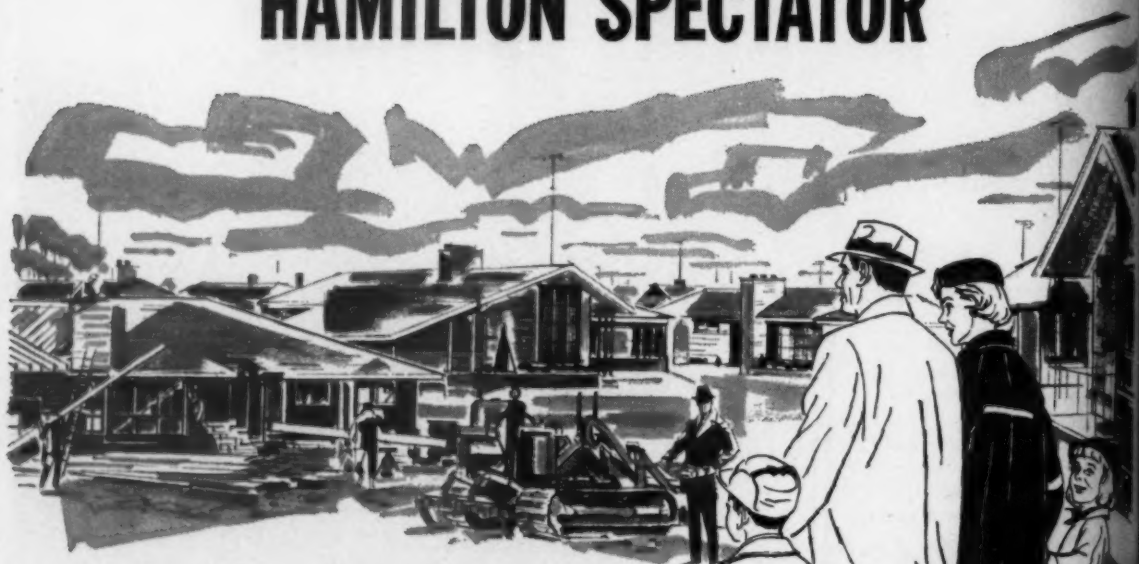


You'll reach 97.3% of  
all households in

**LARGEST MARKET\***

through the pages  
of the

## **HAMILTON SPECTATOR**



\*Where the building industry set an all-time record of \$76,993,000 in building permits issued in 1958. This figure represents an increase of \$10½ million dollars over 1957.

THE HAMILTON SPECTATOR is the only medium that completely covers this rich market, made up of 353,200 people. A compelling reason why you should always consider THE HAMILTON SPECTATOR an "A" list paper.

**WANT MORE FACTS? WRITE FOR YOUR HAMILTON MARKET BOOKLET.**

**The Hamilton Spectator**

ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

UNITED STATES

Crosser & Woodward Inc. (Can. Div.)  
New York, Detroit, Chicago  
San Francisco, Los Angeles, Atlanta

Announcing:

# ANNUAL MEDIA AWARDS

**ANNUAL MEDIA AWARDS** are established by MEDIA/SCOPE for accomplishments in the calendar year 1959.

**PURPOSE** of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

**NATURE OF AWARDS:** There will be three classes of awards:

**Class 1. Public Statements.** To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

**Class 2. Media Research.** To an individual or an organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

**Class 3. Media Technique.** To an individual or an organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

**NATURE OF ENTRIES:** Entries should be documents, research, or techniques that were produced in the calendar year 1959. They may relate to any advertising media.

**THE AWARDS:** There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

**PRESENTATION:** Presentation of awards will be made at an annual luncheon in April.

**JUDGING OF ENTRIES:** Winners of awards will be chosen by panels of judges chosen from the advertising business.

## ENTRY REQUIREMENTS:

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page, or a facsimile thereof, should be employed.
2. **Date.** All entries must be submitted by February 1, 1960.
3. **Place.** Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o MEDIA/SCOPE Magazine, 420 Lexington Avenue, New York 17, N. Y.

sponsored by



Magazine







## ANNUAL MEDIA AWARDS

### Official Entry Blank

TO:

Date \_\_\_\_\_

Executive Secretary  
Annual Media Awards  
c/o MEDIA/SCOPE Magazine  
420 Lexington Avenue  
New York 17, N. Y.

**1.** This entry is submitted for consideration for an Annual Media Award in *Class No.* \_\_\_\_\_

**2.** The nominee is

\_\_\_\_\_  
(NAME OF INDIVIDUAL OR ORGANIZATION)

\_\_\_\_\_  
(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

\_\_\_\_\_  
(CITY AND STATE)

\_\_\_\_\_  
(NATURE OF BUSINESS)

**3.** The accomplishment for which the nominee deserves an award is as follows:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4.** Supporting data that will help the judges determine whether or not this accomplishment deserves an award are attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

**5.** My name is:

\_\_\_\_\_  
(NAME)

\_\_\_\_\_  
(COMPANY)

\_\_\_\_\_  
(ADDRESS)

**22**

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**BIG**

**FAS**



**222 NEW ADVERTISERS!**

THAT'S VITALITY!

**OVER \$5 MILLION REVENUE GAIN!**

THAT'S VITALITY!

**REVENUE UP IN ALL 8 MAJOR  
ADVERTISING CATEGORIES!**

THAT'S VITALITY!

**AVERAGE CIRCULATION OVER 6,000,000!**

(Biggest first-half circulation gain in general weekly field)

THAT'S VITALITY!

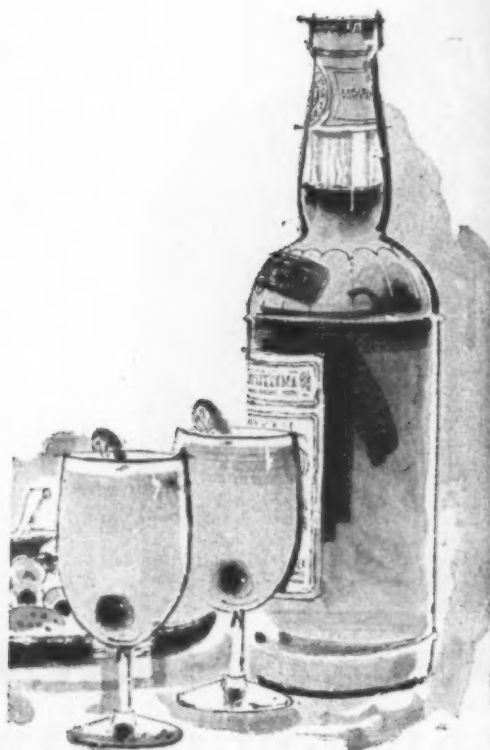
**BIGGEST SELLER IN FIELD ON THE NEWSSTANDS!**

THAT'S VITALITY!

**FASTEST-MOVING, FASTEST-GROWING MAGAZINE  
IN GENERAL WEEKLY FIELD!**

CAN YOU READ BETWEEN THE LINES?





**NORRIS A. BYERS, Seattle**  
Northwest Regional Manager  
**CALVERT DISTILLERS, INC.**

**"I request that Tacoma receive 'A-Schedule' attention.** The Seattle and the Tacoma markets account for more than half of our business in Washington State, and Tacoma's share is extremely important to us," Mr. Byers says. "I always request that Tacoma receive 'A-Schedule' attention. We know the Puget Sound area cannot be sold by Seattle newspapers alone . . . that the Tacoma News Tribune is the only newspaper which provides intensive coverage in its portion of Western Washington."



#### **Think Twice About Tacoma**

The Tacoma market is Washington State's 2nd market; the News Tribune is the No. 2 evening newspaper in circulation and advertising linage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

### **TACOMA NEWS TRIBUNE**

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

QUEST

DICK P  
Foote, C  
Our buy  
or broad  
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marketin



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accompa  
or senior  
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MURRAY  
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Media/scope, Oc



## QUESTION:

### How do you contribute to presentations for clients?

DICK PICKETT, senior media buyer, Foote, Cone & Belding, New York.—Our buyers specialize in either print or broadcast, but they are importantly concerned with all media concepts. Each buyer is encouraged to acquire a thorough knowledge of a brand's marketing problems and objectives,



and to participate in all stages of planning. Final plans represent the collective thinking of many departments, but media is responsible for initiating, writing, and presenting these plans. In most cases, the buyer will accompany the group media director or senior media buyer when the client presentation is made.

MURRAY BRAUMAN, space buyer, D'Arcy Advertising Co., N. Y.—My contributions vary with type of account. They are made within the framework of our media group, with cooperation of the research department, under direction of the media supervisor. Generally, the course of action includes:



(1) Compilation and interpretation of market data, which are then related to media factors to provide most efficient selection and use of available media to meet the client's sales objectives. (2) Organization of material in presentation form, making use of visual aids to insure clarity and impact. (3) Assistance to media supervisor in presentation to account group and then to client. (4) Periodic evaluations of

changing markets and media, presenting findings to client with recommendations for improvement.

BETTY S. JOHNSON, media director, Hege, Middleton & Neal, Inc., Greensboro, N. C.—My main contribution in preparing presentations for our clients is accumulating the material to be used as far as marketing and media are concerned. On some accounts, the account executive and I get together



and work out a proposal to present to the client. The account executive is solely responsible for presenting the schedule to the client. If the proposed schedule is approved, I then type the schedule, have it signed by the client, and we are all set.

HARVEY VICTOR, media buyer, account executive, Jay Victor & Associates.—Every client has a certain person he wants to reach, and it is my job to research the wants of the prospective client. A client has just so much money, and I must find out just what that money can do, and what media can be of best service. As a consultant I must get the biggest audience for the least money. Included in the research I do for a presentation is investigation



of just what type of campaign would be best. For instance, if the client has a large budget, a saturation campaign might be in order. If he doesn't, I investigate which selected media would give him the better results.

## USEFUL FACTS ABOUT

# PLAYBOY

the magazine with proven impact in the top-quality young male market

## EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

## CIRCULATION—940,767 ABC 6/30/59

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 768,017. In addition, Playboy has 172,750 regular subscribers. Total monthly circ. 940,767 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

## CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

### AGE

28.6 is the median age of Playboy's male readers. 28.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

### INCOME

\$7,836 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

### MARITAL STATUS

34.0% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

### URBANITY

73.2% of all Playboy households are located in the 168 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplement.

### APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

### PHOTOGRAPHY

65.2% of all Playboy male readers took still pictures in the past 12 months. 46.1% used flash bulbs. 30.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

### TRAVEL

34.0% of Playboy households spent over \$300 on business travel during past 12 months. 37.1% spent over \$300 on vacation travel.

### AUTOMOBILES

50.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

### TOBACCO

77.8% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

### LIQUOR

85.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on beer—79.5% and whiskey—76.6%.

### INSURANCE

24.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

### HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters, television sets and radios during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

## RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy." We expected inquiries but none in that great amount! The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

## PLAYBOY

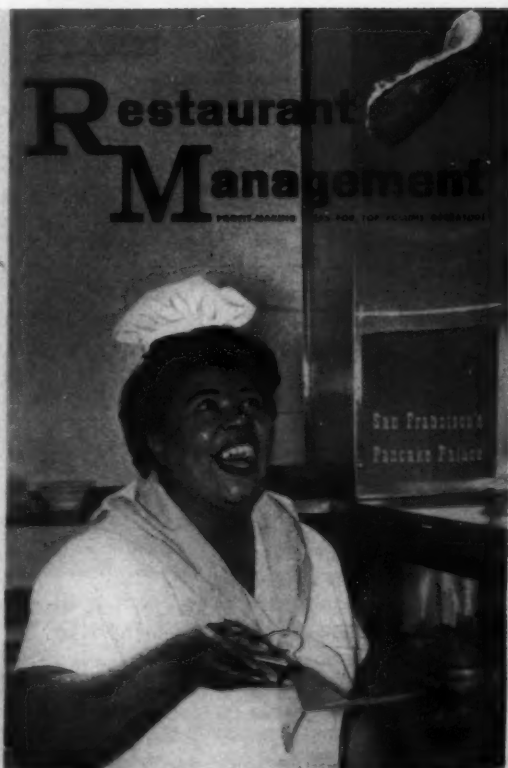
232 E. Ohio/Chicago/Mt 2-1000  
720 Fifth Avenue/New York/Ct 5-2630

...to better serve  
the rapidly growing  
restaurant, hotel, and  
motor hotel markets

the

**\*Ahrens Publishing Company**  
announces  
2 exciting publishing  
moves...

Waitress Training, 59 • Ideas in Brief, 52 • Hiring Employees, 61 • Meeting the Holiday Rush, 68



# World-Review

THE INTERNATIONAL NEWS WEEKLY FOR THE ENTIRE HOTEL & TRAVEL INDUSTRY

OF HOTELS  
AND TRAVEL

Published by Ahrens Publishing Company, Inc., 1230 Broadway, New York 10020. Telephone: (212) 691-1230. Second-class postage paid at New York, N.Y., and at additional mailing offices. Postmaster: Send address changes in New York City to World-Review, 1230 Broadway, New York 10020. Outside New York City, send to World-Review, Inc., P.O. Box 518, Hightstown, N.J. 08520. Subscription price: \$10.00 per year in advance. Single copies: 25¢. Copyright © 1972 by Ahrens Publishing Company, Inc.

## NCA to Sell Boston Units; Sets Motel-Office Center, D.C.

At a meeting of the National Conference of American Hotels held in New York City last week, the NCA announced that it had decided to sell its Boston units and to set up a motel-office center in Washington, D.C.

The NCA's decision to sell its Boston units was announced at a meeting of the NCA's executive committee held in New York City last week. The NCA's executive committee is the governing body of the NCA.

The NCA's decision to set up a motel-office center in Washington, D.C. was also announced at the same meeting. The NCA's executive committee is the governing body of the NCA.

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## Thurston Bares Cut-throat Convention Sales Tactics, at N.Y.S.M.A.'s Whitewater Meeting

At the annual convention of the New York State Motor Hotel Association held in New York City last week, Thurston bared his cut-throat sales tactics.

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## A Second Sheraton For Philadelphia?

The Sheraton Hotel in Philadelphia is planning to build a second Sheraton hotel in Philadelphia.

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## Mid-South Weighs Upgrading, Credit; Aln. Picks McDonald

The Mid-South Hotel is planning to upgrade its facilities and to pick McDonald as its new manager.

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## Sharpe Leaves Giff For Crothers

Sharpe has left Giff for Crothers.

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Sharpe has left Giff for Crothers.

# 1

*Effective January 9, 1960*

## **Hotel Management and World-Review**

*of Hotels & Travel*

*will be Combined into*

## **"Hotel World-Review" and HOTEL MANAGEMENT**

*-A news-feature weekly guaranteeing  
12,000 (ABC) Top Hotel Executives*

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# 2

*Effective July 1960*

## **Restaurant Management**

*will deliver to its advertisers*

**60,000 Controlled Circulation**

*with bonus circulation for*

*the first 6 months of 1960!*

\* 71 Vanderbilt Avenue, New York 17, N.Y.  
201 North Wells Street, Chicago 6, Illinois  
583 Eight-O-Five Peachtree Bldg., Atlanta 8, Georgia  
633 So. Westmoreland Avenue, Los Angeles 5, Calif.  
Phillips & Van Orden Bldg., 900 Third St., San Francisco 7, Calif.



# WANT SALES?

IN TODAY'S GIANT NEW SUBURBAN SUPERMARKETS  
AND SHOPPING CENTERS...

## *Sell* THE MAGNIFICENT MARKET OF **Suburbia Today**

The Magazine of Pleasant Places

T.M.

Today's busiest checkout counters are in the giant supermarkets and shopping centers in the heavily-populated, heavy-spending suburban communities where families live in the suburbs and shop in the suburbs. It is the land of larger families and loaded shopping carts.

SUBURBIA TODAY is the fine colorgravure magazine expressly edited for, and exclusively distributed in over 460 top-rated suburbs selected for their high concentration of home-owning, high-income families. It delivers depth coverage of suburban communities where the largest chains and best-known retailers are located to capture the booming sales in the exploding suburban market.

In SUBURBIA TODAY your advertising reaches 1,242,306 families whose discerning tastes are matched by their ability to buy for greater needs. It is distributed by 186 best-read local suburban newspapers. They are the newspapers read and used by your most alert operators to reach their best customers.

Your product story in SUBURBIA TODAY—backed by dealer support—gets top attention, top response in America's greatest market for quality products.

Your SUBURBIA TODAY representative can show you why America's smart, new colorgravure magazine belongs high on your media list. Call him soon.

### —Suburbia Today—

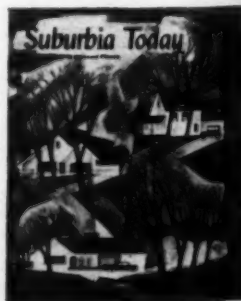
Leonard S. Davidow, Publisher  
Patrick E. O'Rourke, Advertising Director  
John M. Badger, Western Advertising Manager  
153 NORTH MICHIGAN AVENUE, CHICAGO 1, ANdover 3-1770

James L. Thompson, Advertising Manager  
NEW YORK 22: 405 Park Avenue, Plaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262

CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677

ATLANTA 3: Cogill, Purnie & Brown, 1722 Rhodes Haverly Bldg., JACKson 2-8113





# How Do Media Make Friends And Influence People?

Interview with William E. Matthews,  
*Vice president in charge of media relations*  
*Young & Rubicam, Inc.*



*It is more important to know this—and how  
that power can be used to sell—than to  
have more data about quantity and utility.*

## **What in your opinion is the position of media selection among the functions of an advertising agency?**

The main functions at any agency are essentially two: determining *what* to say and *where* to say it. Thus, pared to its essentials, an advertising agency is a *copywriter* and a *media buyer*. All the other functions are simply adjuncts.

## **How has the responsibility of the agency in respect to the selection of media changed in recent years?**

Media selection has experienced violent readjustments in the past 40 years. There have been two significant changes—you might call them revolutions—and I believe we are on the threshold of a third.

The first came with the birth of radio, the second with the marketing revolution after World War II, and the third is arising as a reaction against the sterility of the statistic.

Before radio, media selection and purchase were restricted largely to space in publications, and their firm basis was verified circulation, its value measured by the equation of circulation to cost.

Radio produced a different commodity to be evaluated and bought—time in little pieces electronically propelled into public attention. A new conception of numbers was then necessary, and a new meaning given to circulation.

## **What were the effects of these changes on the agency media function?**

The media function was affected in four ways:

1. A specialization of skills came into space and time buying, which carried over into even more precise divisions of experts in buying spot radio, business papers, outdoor, and newspapers.

2. The media buyer thus tended to contract into a skilled technician with (certainly in the case of time buying) no necessary relation to advertising. His methods were not peculiar to advertising, anymore than buying paper clips for a bank is different from buying them for the business offices of a manufacturer.

3. Of necessity, the planning of media programs was forced elsewhere—to the account supervisor or even the copy or radio director, or to the client. The point of decision was a shifting or indefinite one, with vacua chasing vacua.

4. Research became the source of measurements, for radio could present no audited paid circulation nor guarantee its volume. Research devices were developed to find indices of listener quantity from which numerical projections of audience size by time period could be made. These completely unmeasurable measurements came up with enormous numbers which dwarfed the audited circulations of printed media. Thus began the battle of the numbers, with publications in turn going to research for an index of projection to a reading total with which to match the listening total. And media buyers never made a judgment

that did not start with "Politz shows" or "the Hooper rating is."

### How was the media-buying function affected by the coming of television?

The coming of television, though it meant the dethroning of radio, did no more than add to the complexities of media by intruding a new consideration. The practices prevailing with radio simply carried on into this ambidextrous medium with an unimaginative complacency that, if anything, put more emphasis upon specialization, research ratings, and numbers than had been true before.

### You mentioned two violent adjustments in media selection in the last 40 years. If the coming of radio is one, what is the other?

The second important change in the media-buying function was the marketing revolution which occurred after the war. Populations had shifted; methods of retailing and distribution were changing—self-service, shopping centers, chain purchasing and warehousing; new products and new packaging were evidence of new tastes and uses; and the expanding economy challenged the manufacturer to a different approach to the national market. He had the opportunity, also, because practically all merchandisers had to rebuild their sales and distributing organizations after the years of war scarcities. A new appraisal of the market likewise had to be made, with research contributing a more inquiring approach to market problems.

The result was that the manufacturer, with a view of his marketing situation such as he had never had before, came to a new understanding of the utility of advertising. He saw more clearly and more specifically the application of advertising to the places and the people where it could do the most good.

### How did this marketing revolution affect the function of the media buyer?

The media buyer had to change, also. Heretofore, his general thought of media had been of its dimensions. Now

he had to think of its usefulness in accomplishing precise advertising purposes. This meant the media buyer had to understand how advertising fitted into a total marketing plan, and how to relate media to that plan.

Obviously, bargain-hunting was no longer the prime activity, and expertness in buying space and time sank to no more than a routine competence to be taken for granted. What was now expected was advertising judgment and skill in the strategy of media use.

Recognition of this change in function caused Young & Rubicam to set up the all-media buying organization which it has had now for seven years, and under which every member of our buying staff, from associate director down to departmental trainee, is responsible for media thinking as well as for technical skill in all-media purchasing.

The all-media system has worked well, and in the past seven years we have trained a group of media men who have never known any other way of doing things, who are not only expert buyers and media strategists, but also sound advertising thinkers.

### You mentioned earlier that we are now approaching a third major change in media selection and buying, stating that you considered it a reaction against the "sterility of the statistic." What do you mean by that?

I believe that there are many in media who feel that dimensions and utility are not enough, that there are values quite beyond these which it is our duty to explore. What brings us up short is that the very research which has so broadened our view is now threatening petrification. The fetish of testing is depriving us of free choice. There are some advertisers who, apparently not trusting human judgment, demand that every proposal be tested, that controlling formulas be established from research and statistics, and that what they call the "scientific" should prevail.

Research findings, statistical data, and test experience have contributed a great deal. The more we can know, the better chance we have of making a proper judgment. But what we forget when we put too much faith in facts is that advertising must finally be an art—it is not a science. At least, it will not be until we know a great deal more about the human psyche than we do now.

For—and here is the paradox of the history of media buying—the media man is dealing with a subjective process. Media are means of social communication. They are designed to inform, of course, but more to entertain, to stimulate, to persuade, and to inspire. And advertising, which joins with media editorial to communicate in a single substance to the reader, listener, or viewer, is likewise purposed to inform, stimulate, and persuade.

How, I might ask, can we make a right media plan in communication forms which are essentially emotional if all our measurements are physical?

### No doubt you can answer your own question. What do you believe is needed?

I believe that what is needed is a recognition of the human communicative nature of these media and study

#### WILLIAM E. MATTHEWS

*William E. Matthews has been director of the media relations and planning department of Young & Rubicam since Jan. 26, 1959, and a vice president of the agency since March 1958.*

*A Texan, whose nickname is Pete, Mr. Matthews studied at Baylor, the University of Missouri, and Yale, and then taught English in colleges for 15 years, at Missouri, Yale, Delaware, Wesleyan, and Columbia. He started in advertising 15 years ago as a space buyer at Young & Rubicam.*

*He became an associate director in the media relations department in 1952, when the department went on an all-media buying basis. He was appointed executive assistant to the director in 1954. Mr. Matthews has worked on such accounts as General Foods, Lipton Tea and Soups, and Johnson & Johnson.*

of their values in that term. Instead of concentrating our research upon quantity and utility, emphasis should be put on how a medium makes friends and influences people, and how that power can sell a package or an idea.

This means understanding the editorial direction of a publication or the entertainment content of a broadcast program, and what each means to the human minds that are touched by them. I'd rather know the editors or the producers than see the flip-overs of the salesmen. I'd rather talk about people and their needs than about ratings and their projections. *What puzzles me is that in those very media—radio and television—which are the most emotional and directly human in communication, there is the least regard in advertising planning for what is communicated and the most myopic concern with abstract mathematical inaccuracies.*

There even seems to be an aggressive disregard of the medium's true nature. It is curious that in television, one unique value of which is that it can demonstrate product use and action, the largest advertisers by far are those of products which have no demonstrational opportunities. And in a medium which is immediate and living, practically all the programing and advertising is dead picture on dead synthetic.

#### **How does this relate to the responsibilities and capabilities of the buyer of media?**

A good media man should be more curious about how a medium communicates and what it does to people and why, than about how many copies it distributes or sets it activates. New developments in research can help, but his own perceptiveness and sensitivity will prove his best guides.

I told my department not long ago that a good media buyer should:

1. Have a liberal rather than a technical business education, with major interests in languages, the arts, and the social sciences.
2. Be interested in people and how they live and what their habits and tastes are.
3. Believe in the value and integrity of the media he works with.
4. Be interested in the economy, in business and business ideas, and keep informed on national, international, and industry affairs.
5. Have not necessarily any mathematical skill, but at least an understanding of mathematical relationships, such as ratios and percentages.
6. Be able to write a clear, grammatical, and literate English prose.
7. Speak convincingly and intelligibly before small groups or large.

This may be asking a great deal, but in my opinion no more than is needed to meet the challenge of sound media selection under present marketing conditions. To measure up to the importance of the function, the future media man must be a versatile, intelligent advertising thinker. ■

## **ARF Speaker Stresses "Communication Performance"**

**D**R. SEYMOUR BANKS, v.p. and manager of research for Leo Burnett Co., delivered what he called a progress report to the Advertising Research Foundation's N. Y. Conference. He reported that its Audience Concepts Committee believes it has evolved "a model for evaluating advertising media which will serve both to point out gaps in our knowledge against which further research might be directed, and to suggest a basis upon which informed judgment can utilize existing data."

Dr. Banks, chairman of ARF's Audience Concepts Committee since 1957, told the group that the first conclusion reached by the Committee was that comparisons from advertising vehicle to vehicle, "must be based upon procedures which are either actually identical, or can be demonstrated to be equivalent.

"The second point is that we were not considering any grand schemes in which one advertising medium, as a whole, could be studied and generalizations made for the basis of comparison with similar broad studies of another medium."

The Committee also agreed that there would be no selection of an advertising unit within an advertising vehicle as the "standard" element for comparison with equivalent standard elements in other advertising vehicles within the same medium or different classes of media.

"Probably," he said, "the most beneficial analysis would start on a product-by-product basis.

#### **Kinds of Media Data**

"It became apparent that there were two kinds of media data—the number and kind of people exposed, and the number of such exposures or communications. The reason for this differentiation is that media differ in ability to deliver repeated exposures to the members of their audiences. We were soon convinced that it was necessary to study patterns of repetition of exposure, both in terms of gross totals or as a per capita average, and in terms of frequency distributions, permitting evaluation of media in terms of numbers of people exposed many times as opposed to those exposed relatively lightly."

Another important element in this model of media evaluation, he said, concerns development of measures of scope or size, which "must be varied because they deal with a variety of situations.

"The Committee felt the need to go beyond statements of the audiences of advertising vehicles, and to call for measures of communication performance of advertisements within their media context. By this, we mean that such purely media data as circulation, audiences, frequency of exposure, etc., merely produce circumstantial evidence from which one is supposed to draw inferences as to performance of advertisements." ■



Interview with Robert J. Eggert  
Marketing Research Manager  
Ford Motor Company

**W**ITH ADVERTISING BECOMING increasingly important in selling, at least for major consumer durables, it is imperative that more rapid progress be made today in the measurement of its effectiveness.

Management is asking a lot of sticky questions:

*Why are some media better for some messages than others?*

*Why may a combination of media be more effective than any one medium alone?*

*Why may a series of messages have to be registered before there is a decision—a change in predisposition—to buy the product?*

*What is a snowball effect?* (A change of attitude in a prospect which first results in a favorable attitude and then a sale, finally generating other sales in the same neighborhood through word-of-mouth and “keeping up with the Joneses.”)

The Ford Motor Company management is asking rough questions like these—and constantly insisting on measuring the effectiveness of advertising in terms of the *additional* sales produced. Then there is always this clincher:

*Should more or less be spent for advertising?*

In a normal year the Ford Motor Company spends in excess of \$100 million for its advertising and promotional programs. Should it be more? Should it be less? With

## PLANNING:

# Improving Sales Effectiveness Of Today's Advertising

nearly three out of every four new car buyers indicating that they had *pre-selected\** the make they wished to buy even before visiting a dealer, this is a hard question to answer. But answers must be given!

Significantly, only about one-sixth of the new car buyers are being reached by a dealer or his salesman at a time when they can best influence a decision to buy a new automobile.

This puts the selling job up to the advertising and the media used. Like other companies, Ford is approached by many representatives of various media who are constantly emphasizing the advantages of their particular media. While some of the information they present is useful, much misses the mark as far as the above questions are concerned. “Needless to say, marketing research has not been able to answer fully all of these important questions either,” says Mr. Eggert. “We are digging, and digging hard. We have the answers for some of the media, but it’s still a battle in many areas.”

Perhaps the need for the measurable performance of advertising is best illustrated by the automobile business itself. It’s a high-investment, high-risk enterprise in which irreversible decisions and commitments must be made far

\*Personal interviews with 1,062 new car buyers in a sample of 40 large cities, suburbs, and non-metropolitan areas, by Alderman Associates, Inc., Jan. 1958.



in advance of production. Its fortunes ride on decisions made 24 to 36 months ahead of the day a new model is introduced. To get a successful reception in the market place, that product must be fully competitive in styling, performance, safety, workmanship, price, and economical operation.

The market researcher's task begins with the earliest stages and continues until the new automobile is delivered to the customer.

Questions on sales volume arise at the outset. To help, both long-range and short-range forecasts are made. The long-range is made at the beginning of product planning. For this, the market research surveys are conducted to study such indicators as general economy trends, population trends, family formation trends, car ages. Short-range studies then check the validity of this effort. Of course, consumer product preferences are also explored.

When the product nears the selling stage, then the market research man helps to communicate with the prospective customers. He provides facts on advertising media that will—or should—help the company to reach the most potential customers at the least cost. It is in this area, communications, where a major breakthrough needs to be made today or in the very near future. In Mr. Eggert's opinion, there are seven areas which must be explored to obtain measurements which will eventually improve the sales effectiveness of advertising.

1. *The ability of a medium to reach households who are immediate prospects, or prospects who will buy in a relatively short time.*

For instance, at Ford Motor Company the households who are in the market for a new car during the next six months are the major concern. They are the target.

"We are not so much interested in the customary data such as incomes, family size, regions, and other corollary information," says Mr. Eggert, "as we are in the ability of the medium to reach a *potential new car buyer*. Obviously, advertising can have little or no impact if it doesn't reach the households who will be shortly in the market. Some benefit may be gained from long-range image building, but the advertising can be most helpful when it gives the prospective buyer the information he wants about the product.

"This is the *opportunity* afforded by being available in the right households, and it needs to be established for each medium."

2. *The chances which key individuals in the household have to be exposed to the advertisement or commercial.*

In other words, what are the odds? 80 per cent? 90 per cent? A magazine or newspaper may be lying on the coffee table, but if it isn't opened it doesn't provide the opportunity for reaching people with a message. The TV set or radio may be on, but if the people aren't in the room when the commercial is delivered, there is no opportunity for exposure.

Note that these first two points are solely about media.

Actually, they're dealing with the physical aspects. Point two may tend to overlap with point three, but the latter gets more specific. However, the medium remains an important factor.

3. *The ability of the medium and the message to make an initial CONSCIOUS impression on an individual.*

Here the talent of the advertising agency and the advertiser become important factors. All, including the medium, contribute to the ability of the advertising message to register with the prospect.

In print, this means exploring the amount of competition the advertisement receives from the editorial content. Perhaps a new philosophy about positioning advertisements alongside editorial content should be developed.

In the broadcast media, a program may be too engrossing. It is possible the commercial may suffer as a result. In effect, this is asking for a type of programing which provides better exposure for the commercial.

4. *The impact of the message.*

Obviously, this is extremely important. What is the change that takes place in awareness? Given comparable messages, which medium delivers the most *impacts* on the potential household? This is not merely physical impact. It's the ability of the medium and the message to get people involved. For Ford this means changing the prospective new car buyer's attitudes or awareness toward the product. Until his *conscious thinking* has been changed, little has been accomplished. Merely transmitting information cannot be counted on to change people's attitudes or beliefs, or result in new learning on their part.

**SUMMARY:**

**7 Points To Consider  
About Media and Markets**

1. Ability of the medium to reach households that are immediate prospects or who will buy.
2. Chances which key individuals in the household have to be exposed to advertisement or commercial.
3. Ability of the medium and message to make an initial *conscious* impression on an individual.
4. Impact of the message.
5. Ability of the medium and message to change the potential buyer's intention to buy a specific brand.
6. Ability of the medium and the message to get action.
7. Additional sales actually made as a result of the medium and the message performing each of the previous six tasks.

The message must ring true, or be suspected to be true—the kind that hits the prospect in the right way at the right time. An automobile purchase is too major an expenditure to be entirely a subconscious buy.

It has been suggested that people seem to tend to preserve their initial point of view or maintain their habits and biases. Despite this there is also real evidence that people who are ready to buy a car do have increased interest in advertisements that will give them information about the product.

5. *The ability of the medium and the message to change the potential buyer's intention to buy a specific brand.*

The advertisement doesn't have to do the whole job. Usually there is the past build-up through advertising and sales promotion efforts along with other areas of experience. It is entirely possible to change an attitude without changing intention to buy a given brand or make of car. Perhaps it takes just the right set of attitude changes to get this job done—an additional bit of information which finally stimulates the prospect to change his purchase intentions.

6. *The ability of the medium and the message to get action.*

At Ford Motor Company this means to build up show-room traffic. Even if a person has changed his intention to buy—his pre-disposition—little is accomplished until that person takes the initiative to go to the show-room and expose himself to a salesman. As mentioned before, Ford has found that almost three-fourths (74 per cent) of all new car buyers purchase the make they originally had in mind when they started to shop for a car. Only three per cent changed their decision after shopping.

7. *The additional sales actually made as a result of the medium and the message performing each of the previous six tasks.*

This is what top management always wants to know. And yet it's one of those questions which is the most difficult of all to answer. At Ford it is known that the dealer and the salesman can still influence the final sale, especially among the one-fourth of the shoppers who haven't made up their minds. But this is only a small percentage of the total sales volume. The million-dollar question is: "How much of the final sale results from the medium and the message?"

The increasing need to produce answers to questions like these, in Mr. Eggert's opinion, should contribute to making some substantial breakthroughs in measuring advertising effectiveness in the 1960's.

"Our answers vary," he points out. "With some media we have more answers, with other media, fewer. The prime task is to concentrate on all of them together. Our management is asking for the end results, and we find more and more managements in other companies doing likewise." ■

## Distinction Is Drawn Between Exposure and Perception

IT IS SOMETHING OF A COINCIDENCE that both *Life* and *Look* should release similar studies on page exposure within weeks of each other, especially since both surveys were conducted by the same firm—Audits & Surveys.

The coincidence (and there's no reason to doubt that it is one) serves to dramatize current interest among mass-magazine publishers on selling advertisers a concept of delivered audience somewhat closer to television's average audience figures than agency researchers have been wont to use.

In fact, it is this sales job which constitutes the most immediate value of the *Life* report. (The results of the test study reveal that exposure to advertising is very similar in both *Life* and *Look*.) *Life's* exposition of the superior logic in using exposure data rather than readership scores in computing delivered audience is masterly. *Life's* thesis is that "The medium can and should be held responsible for exposure of the message—within the framework of a good editorial environment—to the people the advertiser wants to reach." By the same token, it is unreasonable to hold the medium responsible for levels of perception (i.e., remembrance) which are beyond the medium's control. In short, readership scores, which depend to some extent on the memorability of an advertisement, are unfair measures of the medium's power to expose persons to a sales message.

*Life* drives home the point by examining the Starch noted scores for actual pairs of facing pages that ran in *Life*. In each case, the noted score for one half of the spread varied markedly from that for the other half. "It would have been impossible," observes *Life*, "to get an exposure score of 80 per cent for women on the left-hand page and to find only 15 per cent of these same women exposed to the right-hand page. Clearly, something other than exposure is measured in the Starch interview, since exposure had to be the same for both pages." The report also examines the Gallup-Robinson aided recall technique (which rated one advertisement 4 per cent against Starch's 35 per cent), and the G. Maxwell Ule-Kenyon & Eckhardt "nickel ante" scores (which produced higher scores than either of the others). *Life's* point: readership studies may be useful in copy research, but not in media evaluation, since they don't measure advertising exposure. (See *MEDIA/SCOPE*, October 1957, for Dr. Starch's own statement on the limitations attendant the use of readership studies in media evaluation.)

It is obviously painful to *Life* that the audience delivered against an advertising page in the magazine may be estimated on the basis of perception measurements such as Starch, while the audience delivered against a television commercial is estimated on the basis of Nielsen ratings, which "provide an approximate index of exposure. . . ." Such a practice, says *Life*, is inconsistent, because exposure and perception are basically different.

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# What Is the Difference Between a Reader and a Viewer?

PART 2 OF A TWO-PART SERIES.

*Research director of Foote, Cone & Belding, New York, discusses differences in brand usage and other activities, and suggests some exciting perspectives.*

By Cornelius DuBois

**I**N THE FIRST HALF of this article, which appeared in these pages last month, certain facts were presented about the women in one market who are exposed, heavily or lightly, to different advertising media. What, we had wanted to know, are some of the distinguishing characteristics of the women who do the most magazine reading, or the most newspaper reading, or the most TV viewing, or the most radio listening?

The first instalment described how women were scaled from high to low on the basis of their relative amounts of magazine reading, newspaper reading, day and evening TV viewing, and radio listening. It then presented data comparing women high on the magazine scale with those low on the same scale on the criteria of age, income, education, husband's occupation, and outside-the-home activity, as indexed by the number of evenings a week when the respondent was not at home. Similar high-low comparisons were made separately for newspapers, TV, and radio, leading to a summary comparison of the high scale groups for all of these media. There were a lot of figures.

The concluding paragraph of that first instalment pointed out that apart from age there are consistent contrasts in these tables between the print media on the one hand and the broadcast media (except evening radio) on the other hand—and especially between magazines and evening television. Such contrasts scarcely support the much publicized theorem that people who do the most reading also do the most viewing. Indeed, the contrasts

suggest the opposite: that there must be sizable numbers of people who are print-oriented rather than broadcast-oriented (and vice versa) and that there must be people with different characteristics who are more easily reached either through TV or through magazines—but not both. Since all the media were measured in the same sample, we had an opportunity to test this hypothesis in cross tabulations, which are the basis for this section of the report. It is important at this stage to keep in mind the limitations of the study.\*

## Comparative Findings

Accordingly the magazine scale was cross tabulated with the evening TV scale. We also constructed a total print scale, by combining the data for magazines and daily papers and Sunday papers, and cross tabulated this with a total broadcast scale based on total hours devoted to TV and radio combined, both daytime and evening. Here in simplest form, with percentages rounded to whole numbers, is how these cross tabs divided the total sample:

\* This was a small one-market study of brand attitudes and brand behavior in which, as a by-product, we were searching for media insights rather than precise media statistics. The sample consisted of 228 white English-speaking women aged 16 to 69 with at least a fifth grade education in one Northeastern metropolitan area. These limitations of size and geography must be emphasized, as well as the fact that the media scales are based on composites from which individual specimens of each medium doubtless diverge. Despite these limitations, the contrasts are in some cases so great as to suggest the probability of more universal application.

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	Low Evening	Average Evening	High Evening
High Magazine	19%	7%	13%
Average Magazine	4	11	6
Low Magazine	15	5	19

	Low Broadcast	Average Broadcast	High Broadcast
High Print	16%	7%	17%
Average Print	6	11	6
Low Print	15	7	16

Here we see both comfort and contradiction for the school of thought that holds reading and viewing and listening all to be correlated because they are all manifestations of human energy. It is true that there are indeed groups of women who are high on both magazines and TV, and on both print and broadcast media; and that these can be matched by groups that are low on both types of media. But there is essentially no correlation at all between magazines and evening TV, or between print and broadcast.

In the case of total print versus total broadcast there are just as many women who are high on one medium and low on the other as there are in the high-high and low-low corners of the table. And in the case of magazines versus evening TV there are 38 per cent with high-low or low-high tendencies compared with 28 per cent who are high on both media or low on both, indicating that if there is any correlation between reading magazines and watching evening TV it is a slightly negative correlation.

At any rate, we can now isolate the women who read relatively more than they watch, and compare them with those who watch relatively more than they read.

To increase sample size for this comparison, we used not only the high-low and low-high groups, but also other women who were high on one scale and average on the other, or average on one scale and low on the other, and at least two deciles different on the two scales. This gave

us 70 women who are markedly higher on the evening TV scale than on the magazine scale and 68 women who are markedly higher on the magazine scale. We could wish for larger numbers, but even with what we have, some of the contrasts between these groups are beyond anything that pure chance could produce.

For simplicity let's call these TV-versus-magazine groups *viewers* or *readers* to signal that by definition they do relatively more of one than of the other. And let's look first at the characteristics we have already discussed (last month) for the separate media. (See chart on "Characteristics.")

The readers are quite different from the viewers, indicating that dollars spent in magazines are probably tapping a very different market than those spent in TV.

Two-thirds of the readers but only one-third of the viewers are in the \$5,000-and-over income bracket.

Over half of the readers but only one-fifth of the viewers have white-collar husbands, the remainder in each case being primarily in blue-collar jobs, but including some families where the husband is retired, or a student, or where there is no husband in the family.

Five-sixths of the readers compared with one-half of the viewers have at least some high school education.

And there is just as wide a gap between the two groups in general activity, if going out can be taken as an index of activity.

In this last distinction, as in several of those to come, there is room for speculative interpretations.

Just why the stay-at-home pattern for viewers is so different from that for readers could lead to a chicken-and-egg debate. Does TV cause the difference, in that some people may stay home more in order to watch a lot of programs? Or does extra TV viewing result from being house-bound?

When we analyze in the same way the more print-oriented women versus the more broadcast-oriented women, we have somewhat similar contrasts except for

## CHARACTERISTICS

### OF THE VIEWERS

31%

Age under 35

34%

Income over \$5,000

31%

Education 9th Grade or More

21%

Husband's Occupation White Collar

14%

Out of Home 2 or More Evenings

### OF THE READERS

41%

66%

84%

54%

37%

a reversal of the age difference, traceable to the age patterns of radio (young) and newspapers (not so young, in this city).

	More Broadcast- Oriented	More Print- Oriented
% under 35.....	40	27
% over \$5,000.....	26	64
% some high school or more .....	52	77
% with white collar husbands .....	23	49
% not at home 2 or more evenings a week	19	30

The broadcast-minded people are younger than the print-oriented people, but the print-oriented people have more income and more education, and more have white collar husbands and get out of the house more often.

### Story Not One-sided

If we stopped here, this report might sound like a promotion piece for print. But this study went beyond the standard measures of socio-economic status, and the additional facts are by no means one-sided.

The data on car ownership still favor magazines, since only six per cent of the readers are non-owners compared with 17 per cent of the viewers.

But washing machines tend in the opposite direction: 15 per cent of the readers lack a washing machine, compared with only seven per cent of the viewers, a difference probably large enough to be significant, but not certainly (more than one sigma, to be technical, but not two, whereas the car-owning difference is more than two sigmas). This difference, if true, probably is not due to a buying power differential, since the readers have more income. Does it signify perhaps a slight difference in the way of life? If so, it suggests the need of a future study with questions on use of commercial laundries, on time spent clothes cleaning and house cleaning—and on such other activities as gardening, card playing, gossiping, cooking, mending, record playing, pattern sewing, entertaining, diaper changing, book reading, and collapsing on the sofa just staring at the ceiling. What such questions would reveal about the media, we don't know, but we now wish we had asked them.

We did ask about frequency of food store shopping and found a difference of borderline significance statistically: 59 per cent of the viewers and 47 per cent of the readers go to the food store more than once a week; 28 per cent and 34 per cent respectively shop about once a week, and the remainder go less often or scarcely at all because someone else does the shopping. The average number of trips per month to the food store for viewers is higher than the average for readers. Does this mean that the viewers eat more, or have less food storage space? Do the readers plan more systematically or live farther from the store? We can't tell with the available data, except that there is

no evidence that either group greatly exceeds the other in frequency of purchasing or consuming several food-store items, with one possible exception.

### Same Average Activity

A series of questions on frequency of using or buying certain items in which we were interested produced the following averages:

In the past two months (8 weeks) how many times have you	Average Viewer	Average Reader
Bought butter? .....	4.90	5.25
Bought margarine? .....	4.13	4.07
Bought instant coffee? .....	2.76	2.79
Bought toothpaste? .....	2.96	2.91
Bought toilet soap? .....	4.63	3.85
Baked with a cake mix? .....	2.87	3.46
Eaten pancakes? .....	2.70	3.22
Opened a can of pineapple? ..	3.43	3.85
	28.38	29.40

In total, these eight items show almost exactly the same average activity for both groups, though the readers seem perhaps somewhat more active on the three consumption measurements. None of the individual differences in the averages can be relied on as significant, however, with the possible exception of the frequency of buying toilet soap. And this finding, like several others, raises more questions than it answers. It seems consistent with the finding on frequency of food store shopping. But if that is the explanation, why don't we find a similar pattern for toothpaste or instant coffee or table spreads? Can it mean frequent buying of small quantities, or does it mean faster soap consumption? Are the viewers cleaner, the readers dirtier by nature or by occupation? Do viewers need more soap in order to keep or feel clean? Do TV murder mysteries produce more Lady Macbeth complexes than the mysteries printed in magazines? Does all that dust in the Westerns work like a Vicareque subliminal flash saying "wash yourself . . . wash yourself . . . wash yourself?"

### Headaches Among Viewers

The last two possibilities seem less far-fetched when we consider them in relation to the next finding. We also asked about frequency of several other items, among which was having a headache. (See chart.)

An inference that TV viewers are a fertile market for headache remedies is inescapable, since one of the biggest differences between the TV-oriented and the magazine-oriented women is in the frequency with which they get headaches: for the TV-oriented group the average is 4.06 headaches per woman in eight weeks; for the magazine-oriented group the average is 2.82. This finding causes wonderment: why do the heavy TV viewers who do little reading get 44 per cent more headaches per capita than the heavy magazine readers who do little viewing? One

conjecture is that watching a lot may cause more eye-strain than does reading a lot. Or ear strain. Or lack of sleep, from chronic watching of Jack Paar or the very, very late movies.

Another is that watching may be correlated with hypochondria, or may induce hypochondria, in that the commercials may make women more aware of their symptoms.

Or perhaps it is the commercials themselves that produce the symptoms. Those anvils and lightning flashes may be the quick cause of the headaches for which the mechanical bloodstream illustrates the speedy cure.

Or it may be that the headaches come from sitting indoors so much, since we have seen that the TV-oriented women are more sedentary, less often away from home.

Any one of these reasons, or any combination of them, could lead to further conjecture: Are these women also, and for similar reasons, more tired in the blood, more acid in the tummy, more constipated? We failed to ask, so we don't know. We can only infer such a possibility from the limited evidence at hand.

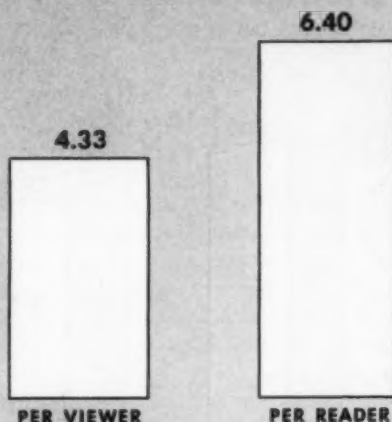
The alternative is that the cause-and-effect relationship lies not with TV viewing but with magazine reading, that failure to read very much results somehow from having many headaches, or that reading a lot provides some degree of immunity. It's not a promising hypothesis.

More tempting if not more provable is the hypothesis that TV can be thought of as such a potent medium that it can perpetrate a pain in a million heads and peddle the panacea, all in 60 seconds of commercial time.

### Letter Writing

Another large difference between TV-oriented and magazine-oriented women, much easier to explain, is that the latter write 47 per cent more letters. The average woman who views more than she reads writes 4.33 letters in an eight-week period, whereas for women who read more than they view the average is 6.40 letters. (See chart.) This difference is probably traceable to the differences in education level between the two groups. It may also be an indication of communicativeness, related

### LETTERS WRITTEN (in two months)



to the difference in getting out of the house during the week, since going out probably involves, as often as not, seeing other people outside of the immediate family.

Three other attempts to find differences were inconclusive:

Per cent who have done the following within two months:

	Viewers	Readers
Worn a bathing suit?	1%	1%
Traveled by airline?	3%	4%
Tinted your hair?	9%	15%

Of these three items only hair tinting shows real promise of becoming a valid difference in a larger sample, with implications that the readers might be more adventure-some, more beauty-conscious, or both. But it must be pointed out that the bathing suit question was asked out of season (in April) and that a larger sample might produce differences in terms of frequency of air travel.

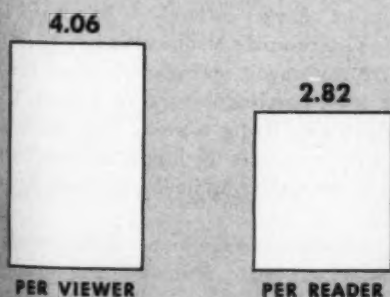
### Brand Attitudes and Use

The survey from which came these viewer-reader comparisons was primarily a study of the effect of brand attitudes on brand use. In the remainder of this report we look into the relation of brand data to the two media groups whose characteristics we have been describing: the *viewers* (who watch evening TV more than they read magazines) and the *readers* (who read magazines more than they watch TV).

Forty brands were involved, in eight different product categories, five categories being food items, two being personal care items, and one a household care item—all sold in food stores.

Of 40 brands (see chart, p. 50) the average viewer was familiar with 32.2 and the average reader with 33.6. ("Familiar" means not only knowing the name, but also being able to give an attitude rating of the brand.) The narrowness of this difference upset one of the hypotheses

### HEADACHES PER CAPITA (in two months)



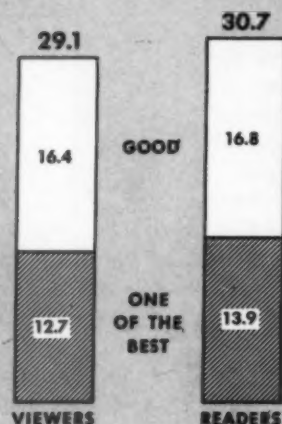
## BRAND FAMILIARITY

NUMBER OF BRANDS OUT OF 40 FAMILIAR TO VIEWERS AND READERS



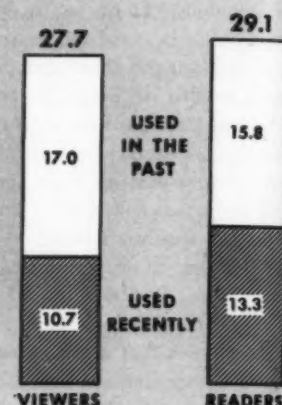
## BRAND PREFERENCE

NUMBER OF BRANDS OUT OF 40 FAVORABLY RATED BY VIEWERS AND READERS



## BRAND USAGE

NUMBER OF BRANDS OUT OF 40 EVER USED BY VIEWERS AND READERS



with which we began these brand tabulations: that the readers, being so much better educated, would have many more brands in their heads. *Instead this leads to a new hypothesis which needs a new study: that viewers might even be more brand conscious than the readers if education level were held constant.*

Attitude differences are not large either. The viewers rate 12.7 of the 40 brands as "one of the best," and the readers give this rating to 13.9 brands.

In terms of brands used per person, however, the difference is larger. In a two-months' period, the viewers have used an average of 10.7 of the brands (1.34 per category), and the readers have used 13.3 brands (or 1.66 per category), indicating either more multiple use or more brand fickleness—or both.

In every one of the eight brand categories, the readers used more than one brand per category in a two-months' period, and in every category the readers used more brands than did the viewers.

### Frequency of Purchase

For seven categories for which we obtained brand use data, we also had a measurement of frequency of purchase or use of the product. In total, as we noted earlier, there was no real difference between readers and viewers in frequency of buying or using the types of products, yet the readers used 24 per cent more different brands of these products in a two-months' period. Even in the case of toilet soaps, where we noticed that the viewers seemed to buy the product more often, the readers used more brands.

And where multiple brand use was higher to start with, there was also more turnover. When respondents were

reinterviewed a few months later, it was found that the readers had made an average of 9.5 changes in brand use, compared with 8.5 for the viewers. Only in the case of liquid detergents did the viewers change more than the readers did.

For the composite brand, for which turnover can be expressed in percentages on bases of over 2,700 observations for each media group, the data looked like this:

	Composite Brand	
	Among Viewers	Among Readers
Users in April	26.7%	33.1%
Kept on using	17.0	20.5
Stopped using	9.7	12.6
Started using	11.5	11.2
Total changes	21.2	23.8
Users later	28.5	31.7

The picture you get from looking at such data on brand turnover and on changes in levels of brand use is of a seesaw. This picture would be obscured in a large sample or in a large store audit operation, but you can see it clearly in a small panel or in parts of a panel. Up goes Brand A, down goes B—for a while. Then down goes A and up goes B. Or up goes the brand, as here illustrated, in one part of the market, while it goes down in another part.

It's really a double seesaw, with use of the brands going up and down on one board, attitudes going up and down on another. And there's some kind of mechanism that ties the two seesaws together. For (to mix metaphors) the



use of a brand is nourished by people's attitudes toward it—and attitude feeds at least in part on use of the brand.

To try to understand this mechanism, we have developed the concept of the Attitude Pull. This, very simply, is the arithmetical difference between attitude and use (or between share of mind and share of market). When attitude is higher on the seesaw than use is, attitude is pulling use up toward its own level. When attitude is lower, it pulls use down. The bigger the Pull, the healthier the brand use movement, other things being equal.

Other things being equal. . . But they're never equal.

It takes more Pull to sell Cadillacs than candy bars. The seasons vary, and competitive situations vary, and above all, products vary.

Let's illustrate the Pull and its relation to changes in brand use as we observed them among readers and viewers. The data looked like this, to start with, for a composite liquid detergent:

	Viewers	Readers
% One of the best in April	28.6	26.1
% Using in April	22.9	29.0
Difference: the Pull	5.7	-2.9

We should expect, then, that use should go up among viewers, down among readers. But this is (or was) a growing product category. Nothing went down at all. What did happen was that use went up 12.1 points among viewers, and 3.3 points among readers. The Pull did not predict the direction of change in use. It did foretell the future difference in net change in use between the two groups of people.

In the cake mix category both viewers and readers had positive Pulls in April, and use later went down in both groups—but it went down less among readers, where the larger Pull existed. In the canned pineapple category a smaller positive Pull among readers led to a loss in users, while use gained among viewers where there was a large Pull. No two categories were alike in the ratio between Pull and change in use. But the *relative* Pull among readers versus viewers was highly predictive of the *relative* change in use in the two groups. And, in a majority of cases, it was the viewers who showed the higher Pull and the larger gains (or smaller losses) in use—perhaps because of trends due to media schedules or perhaps because we just happened to observe these eight product categories at a certain position on the seesaw.

In total, for the composite of all 40 brands, the picture was like this:

	Viewers	Readers	Difference (Viewers Minus Readers)
One of best, April	31.6	34.6	
Users, April	26.7	33.1	
Pull	4.9	1.5	3.4
Change in users	1.8	-1.4	3.2

In most of this brand analysis the viewers and readers

are not so different from each other as we saw them to be in basic characteristics or in certain activities. Could this be taken to mean that the characteristics and activities do not really matter in the marketing of the kinds of food store brands we've been studying? Not at all. We've been forced by sample size limitations to analyze composite brands rather than individual brands, and in so doing we regress toward the average, losing any chance to study individual differences that may be very large indeed.

When we look at some of the differences we found in composite brand attitudes between viewers and readers, we revert to conjecture. For example, the readers exceed the viewers in using the composite margarine and the composite liquid detergent, but for these categories the readers are relatively unwilling to give the brand a top attitude rating. Are they snobs about margarine, old fashioned about liquid detergents? And if the readers are more old-fashioned, does this mean that the viewers are more susceptible to innovations in products and brands?

### Exciting Perspectives

So we end with another question mark. Indeed it seems that in this report the question marks are as prevalent as the periods. And perhaps as important.

What it comes down to is that in this study, so far, we have gone a short distance up a tall hill that promises some exciting views from the top. We have learned some things and been stimulated to want to learn more. Much more.

We have learned enough to be sure that further research in this area of comparative mediology can be rewarding. We hope others will be stimulated to research this area too. We'd welcome company as we try to climb a little higher.

So far we have learned enough to believe that larger and broader research will confirm and expand these one-market conclusions:

That all media are not created equal.

That there are sizable groups of people who are oriented towards a specific medium (i. e., towards TV or towards magazines but not towards both).

That these groups are quite different from each other.

That some of these differences are in basic characteristics (e. g., education).

That others occur in less standardized but equally quantifiable characteristics (such as shopping habits, brand behavior) and probably occur in a much longer list of in-home and out-of-home activities than we have yet tried to measure.

That still others are probably to be found in personality traits about which we can only speculate from the evidence so far.

That all these differences can be of great importance both in choosing among media and in exploiting one medium—but differently important for different products at different times, since not all advertising problems are created equal either. ■

## How Much of Space Appropriation Is Budgeted for Production Costs?

*Trends in 5 factors in production expense and how they are related to print media costs.*

**P**RINT PRODUCTION COSTS CLIMBED fast during the late 1940's. The early 1950's saw a slowdown in this cost advance, but the pace has picked up again during the past three years. In all probability, production costs will keep rising.

This about sums up an analysis of print production costs made by Clayton Huff, vice president and assistant treasurer of BBDO, before the Association of National Advertisers.

These costs are important to buyers of media because they are part of any allocation for print advertising. The greater the number of advertising dollars required for production, the smaller is the number left for space purchases. Of particular interest to buyers are Mr. Huff's two

techniques for comparing production cost rise with that for space itself.

One involves using absolute costs without considering circulation gains accompanying space rate increases. This is shown in Figure 1, which indicates that media, and particularly magazines, are leading production up the inflationary hill by at least two lengths.

But on a cost-per-thousand basis, Figure 2 shows that the rise in magazine rates since 1950 has barely kept pace with production cost increases; newspapers are only five per cent ahead, and business publications' space costs lag 12 per cent behind production cost increases.

Nevertheless, Mr. Huff believes the greater media costs indicated by Figure 1 are more realistic, "since it is only

FIG. 1

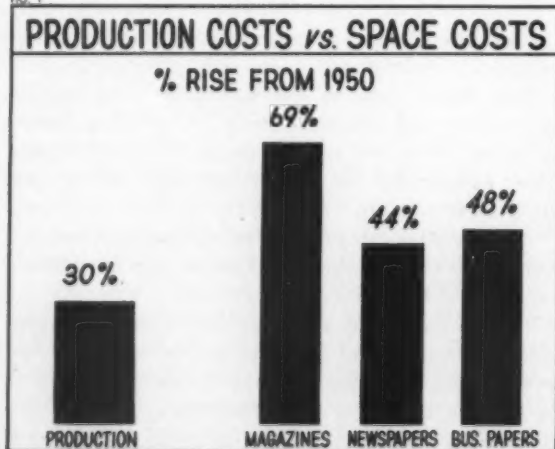
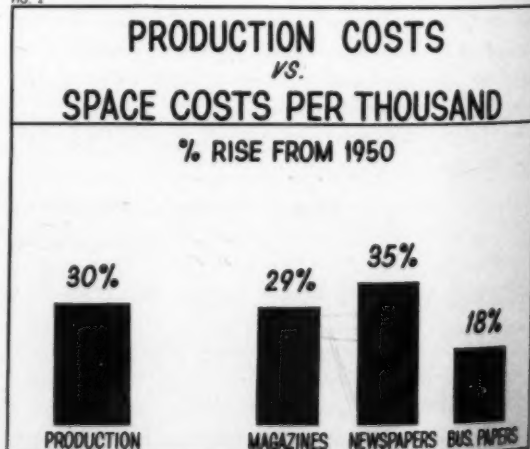


FIG. 2



# Buy Boston the way Boston Department Stores Do

Who knows best — in any city — how to get people to buy?

The department stores, sure.

In Boston the department stores know they get more action from the Herald-Traveler. Almost two million more lines daily leadership over the second paper.

With the Herald-Traveler you reach more people than with any other standard-sized paper . . . among them *more* of the "Upper Two-Thirds", the middle and upper income families who buy more of almost everything from cereals to outboards.

For 27 years — leadership in total retail lineage. For 31 years — leadership in national lineage.

Lineage figures from 1958 Media Records.

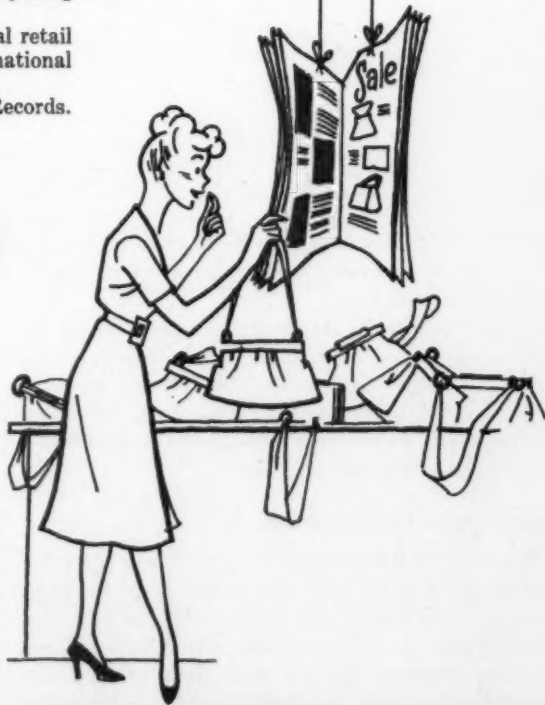
## The BOSTON HERALD-TRAVELER

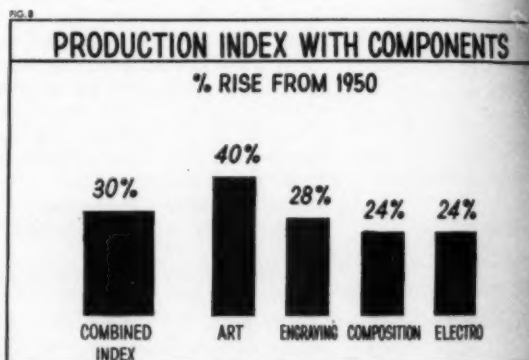
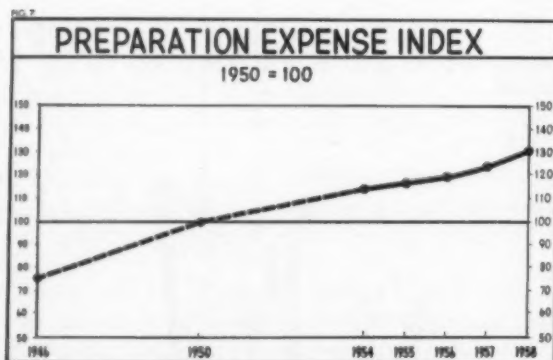
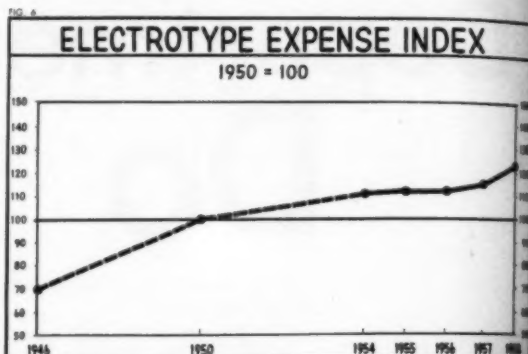
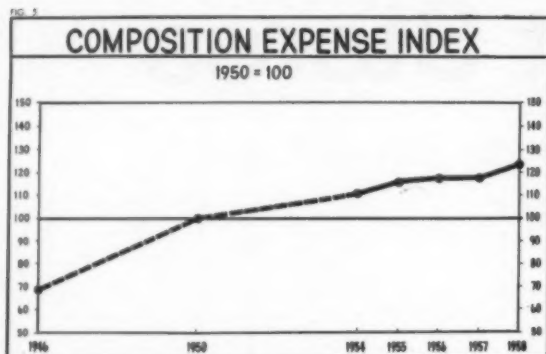
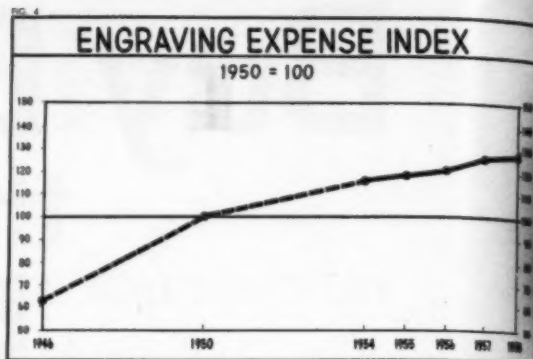
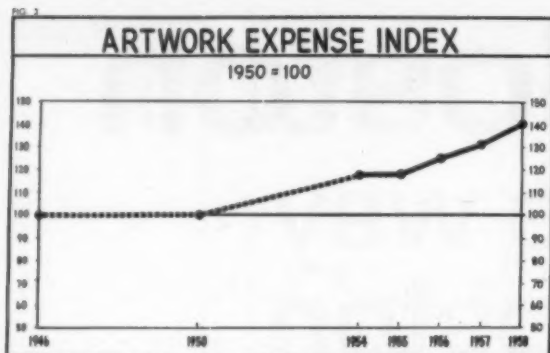
Boston's home-delivered newspaper

gives you the  
**"Upper  
Two-Thirds"**

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**  
New York - Philadelphia - Detroit - Chicago - Atlanta  
Los Angeles - San Francisco

Special travel and resort representative: **HAL WINTER CO.**, Miami Beach  
CANADA — **E. A. WILLIAMS**, Toronto and Montreal





logical to estimate on a cost-per-thousand basis, too. The use of each advertisement has gained more circulation, just as the medium has."

Most responsible for production cost rises, asserts Mr. Huff, is the constant demand for sudden rush jobs. This "time requirement of advertising" means that a normal work load is hard to maintain. Resulting peaks and valleys demand that much idle time must be paid for by higher rates for active time and overtime.

#### Typography and Engraving

This applies particularly to typography and engraving. The latter field is currently faced with European competition, which is taking over much of the non-rush, non-advertising work formerly done domestically. Result: American engravers, deprived of the fill-in work allowing them to use manpower and facilities profitably during the slack times between rush jobs, have had to make up the

deficit by charging more for their advertising work.

However, Mr. Huff sees hope in holding the line against production cost rises, even beyond the attempt to plan ahead and thus to prevent costly rush work.

He cites such technological improvements as DuPont's new photopolymer plate—essentially a light-sensitive plastic—and new lightweight alloys, which permit longer runs at higher speeds, as well as re-runs. Lighter plates also mean reduced shipping charges. Another cost-cutting improvement is the new rapid Dow etching process.

In line with this hopeful note, many production suppliers, says Mr. Huff, feel that the industry is on the threshold of a technical revolution.

"Maybe, just maybe," he concludes, "your costs won't go up so fast as it now appears."

Costs in respect to art, engraving, composition, and electrotypes, with combined indices are found in Figures 3-8.



# Inside The New York Times Magazine

The New York Times  
Magazine

**"HERE IS THE TRUE NORTH** of the world, the focal point of industry and finance, art and entertainment and communications, an accumulation of things, people and meanings so vast and compelling that any degree of sophistication, innocence or love is inadequate, any frame of reference too narrow to scale it to size. New York is to be grasped humbly, exultantly, even with dislike, simply as a series of the most personal particularities, contingent on time, place, emotional and physical climate and all of the tastes, sounds, sights, textures, pressures and easements known to man." *Gilbert Millstein's love letter to New York, The New York Times Magazine, June 7.*

**"A FREUDIAN** psychoanalyst the other day explained it all: 'The business man who has his office redone is motivated by one of the most basic drives,' he said. 'It's deductible from his income taxes.'" *Story on decorating big business, The New York Times Magazine, May 24.*

**"WE PLACED** the same two-thirds page ad for our Dwyer Snack Bar in The New York Times Magazine, the metropolitan edition of a well-known national magazine and the New York-Boston-Philadelphia edition of another. The New York Times Magazine brought us over twice as many inquiries as either of the other publications." *William Murphy, president, Murphy Bed and Kitchen Co., New York.*

**WHAT'S INSIDE** The New York Times Magazine for you? Good reading. Great results. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the

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October, 1960

**TWO\***  
can do it  
better!





Whitney Darrow '61

**H**IGHLY competitive Los Angeles got you going around in circles? Then look at the *two-fold* advertising advantages offered by CBS Owned Channel 2:

*One: KNXT's "quantitative" leadership.* Month-in, month-out, KNXT is Southern California's number one station... with a current 18% audience share lead over the nearest competition (Nielsen, July '59). In addition, there's...

*Two: KNXT's "qualitative" leadership.* Audience reaction to each of the seven Los Angeles television stations—and the products advertised on these stations—varies drastically, according to the results of a major new depth study.<sup>†</sup> For example, when 600 Los Angeles viewers were asked to mention the station "most likely" to carry advertising for products that inspire *confidence* and *trust*, 45% of the respondents named KNXT! That's 61% more votes than for the second station... and 10% more votes than for the other two network stations combined!

Cost-per-thousand important? Of course! But equally important is cost-per-thousand *what*. One Los Angeles station delivers both the *most viewers* and the *most responsive viewers*... KNXT. Write for your copy of the study which demonstrates beyond doubt that, in Southern California, not only the biggest audiences but the *best audiences* are on Channel 2.

<sup>†</sup>Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.

CBS OWNED **\*KNXT 2** LOS ANGELES  
REPRESENTED BY CBS TELEVISION SPOT SALES

# Five Urgent Problems Marketing Men Must Face

*What we should know about brand use levels by media markets and the pretesting of advertising messages.*

By Dr. Daniel Starch

**EDITOR'S NOTE**—Last month Dr. Starch discussed three of the five urgent problems that face marketing men: 1) The determination of the selling effect of advertising; 2) the measurement of the perception of broadcast commercials, and 3) the comparability of print and broadcast advertising. In this issue he discusses the other two.

**THE FOURTH** of the five urgent problems that marketing men must face is the measurement of *brand use levels by media markets*. People are markets. Media audiences are markets because they are selected groups of people. As these media audiences differ, so also do their markets differ. A brand may be used by 10 per cent of the general population, by 12 per cent of the audience of one medium, and by 15 per cent of the audience of another medium. Brand use levels differ not only because different media attract people with different interests, but also because various brands are promoted to a greater or lesser extent in different media, or not promoted at all in one medium while heavily advertised in another. Few, if any, brands have such large advertising budgets that they are promoted simultaneously to the same extent in all media. Brand use levels, therefore, may differ widely in different media audiences, and these in turn may differ materially from the use level of the same brands in the population as a whole. This is true particularly in the case of new products or less widely used products. Marketing executives need to know what the use levels of their brands are to help them decide where to invest their advertising dollars. Presumably sales can be built up more easily where use level is low, provided the required buying ability is there.

At present we know little on a comparable basis as to use levels of specific brands among specific media audiences. While there exists quite a large

amount of data by geographic markets, this is of limited use when considering advertising performance. Such evidence as exists about brand use by specific media audiences indicates important differences among media markets and between media markets and the general population market. In order to come to closer grips with the problems of advertising input and sales output, we first need data such as these:

- A. Measurement of the use levels of specific brands
  1. For the population as a whole, and
  2. For individual media audiences.
- B. Measurement of current or recent rates of purchase of specific brands
  1. For the population as a whole, and
  2. For individual media audiences.

To provide adequate data for management decisions, measurements of both A and B above should be continuous from year to year, so as to indicate not only competitive brand trends but also to help evaluate changes in selling and advertising strategy. While desirable, such measurements need not necessarily be absolute figures, but they must be reliable in relation to each other and from year to year for comparative purposes.

Such measurements would indicate the relative status of competing brands for the population as a whole and for individual media markets. Data obtained over successive years, which would be essential for an adequate program



# "You can't beat it!"

WITH ISSUE OF SEPT. 15, 1959

## THE LOOK MAGAZINE PLAN

bold, so flexible, so appealing that 58 advertisers ordered over 300 of them new in LOOK... ordered over 300 magazine insertions before the first issue went to press.

1. NEW ENGLAND  
2. MID-ATLANTIC  
3. SOUTHEAST  
4. GREAT LAKES  
5. NORTH CENTRAL  
6. SOUTHWEST  
7. PACIFIC

WITH MAGAZINE you combine the flexibility, tremendous household coverage and editorial potential of one of America's great national show-case magazines. Your LOOK representative will show you how your ideas can become exciting realities in LOOK - the exciting story of people.

The LOOK MAGAZINE PLAN is not because it is geared to modern marketing needs. It provides advertisers with seven geographic zones available individually or in any combination - are above maps. It offers tremendous household reach - 1 out of every 3 households in most areas. It is tailor-made for seasonal promotions, dealer tie-ins, new product introductions, change of price tags, and many other marketing ideas. It opens up new directions for our sales message.

**LOOK**

**"Both the ad flexibility and the merchandising possibilities are too great to overlook. We're sold on LOOK's Magazine plan."**

This is just one of many voices, all over the nation, heralding Magazine as an unqualified success. Right after the first Magazine issue went on sale, 60 advertisers—almost all of them new in LOOK—had placed almost 350 insertion orders on our books.

Enthusiasm runs high, wide and varied among marketers; some first-issue advertisers tell you why: "The use of LOOK's Magazine Plan was greeted literally with cheers by our sales staff," relates Kessler-Hunter Distillers Co. Says Shaw Shoes, "With Magazine we can be sure of a much better return on our advertising promotions." Shasta Soft Drinks reports, "The LOOK Magazine Plan is tailor-made to fit our distribution pattern. It opens up new directions for our sales message." Peak Anti-Freeze tells a powerful story, "This is the first time we've been able to schedule national magazine advertising on

a schedule basis in those areas of high sales potential." Leste Brothers (Lesco Homes) puts it this way, "To get the same coverage that LOOK gives us in our area, we would have to pay about twice as much and still get a much smaller size ad.

The LOOK Magazine Plan is geared to modern marketing needs—provides advertisers with seven geographic zones available individually or in any combination. It offers tremendous household reach—1 out of every 3 households in most zones. It's tailor-made for seasonal promotions, dealer tie-ins, new product introductions on any area-by-area basis. Copy testing, change of price tags?—the Magazine Plan is flexible enough to fit your individual plan. Contact your LOOK representative for full details.

# LOOK

the exciting story of people

LOOK offices are situated in New York, Hartford, Philadelphia, Pittsburgh, Cleveland, Atlanta, Chicago, Detroit, Minneapolis, Los Angeles and San Francisco.

in this area of problems, would furnish significant information regarding trends in use levels and current purchase rates. Furthermore, and this is the important point, these findings could then be related to measurements of advertising input, ad reading or ad viewing tonnage, on the one side, and sales output, use levels and purchase rates, on the other side. Findings would be as follows:

#### BRAND USE LEVELS

	<i>Among Population Generally</i>	<i>Among Medium M1 Audience Carrying B1 Advertisements</i>	<i>Among Medium M2 Audience Carrying No B1 Advertisements</i>
Brand B1	20%	24%	21%
	<i>Among Population Generally</i>	<i>Among Medium M1 Audience Carrying No B2 Advertisements</i>	<i>Among Medium M2 Audience Carrying B2 Advertisements</i>
Brand B2	15%	16%	18%

Thus we note that the use levels of both B1 and B2 are somewhat higher among the audiences of media which carried no advertising for the respective brands than for the population as a whole. They are substantially higher among the audiences of media which carried advertisements for a brand. Data for rates of purchase, for example, would be as follows:

#### PURCHASES DURING CURRENT WEEK

	<i>By Population Generally</i>	<i>By Audience of Medium M1 Carrying B1 Ads</i>	<i>By Audience of Medium M2 Carrying No B1 Ads</i>
Brand B1	10%	13%	11%
	<i>By Population Generally</i>	<i>By Audience of Medium M1 Carrying No B2 Ads</i>	<i>By Audience of Medium M2 Carrying B2 Ads</i>
Brand B2	7%	8%	10%

These indicate important aspects of the brand use and purchase rate problems which research men must tackle. They are within the grasp of present research techniques. But they call for the vision and courage of research and marketing executives to bring such information into being.

#### PRETESTING OF ADVERTISING

The fifth important set of problems has to do with pretesting of advertising messages and predictability of their likely effectiveness. I have made a point in recent years of asking men who have spent their business careers in top marketing and advertising positions with prime administrative or creative responsibilities, what they considered to be the most important pressing problems. One man with an outstanding record in creating advertising campaigns said what we need most is a valid method for pretesting advertisements and key ideas for campaigns. He was not impressed with present methods of motivation studies or pretesting advertisements and campaign ideas. He held that the only valid test is a pilot test in which a customer actually puts down his money to buy the product. Such a test if carried out

with all important factors under control, would no doubt be highly valuable. And no doubt such tests, now and then, can be and are being carried out successfully. They should be performed whenever possible within reasonable costs and with important variables under control.

Be that as it may, there is also another approach to the puzzle. Usually tests can be devised that correlate closely with known performance and purchase records. They have reasonably high practical validity, and as a rule can be carried out more conveniently and at less cost. To indicate what is meant by a correlational procedure, take an illustration in another field. One could measure directly, for example, though quite laboriously, the altitude of a pyramid or mountain by climbing up the side with a yardstick, but it can be done more easily and more accurately by correlational methods of measuring angles and sides of triangles on the ground. The important point to be stressed here is the need for sound practical pretesting techniques, validated against known performance criteria. With advertisements and campaigns built around key ideas running into six-, seven-, or eight-figure sums, the problem of pre-evaluating key ideas and their copy form is indeed a challenging one.

#### Three Steps in a Program

Preparation of an advertising program is ordinarily done in three steps. First comes the search for the sales appeal, the key idea; second comes the copy formulation step, putting the key idea into specific form, and third comes the pilot or pretesting stage. Research is the essence of steps one and three.

Step one, the finder's phase, proceeds in two directions, study of people and study of the product. The one searches into the motives that activate people in satisfying given needs and desires when they buy. The other investigates the product itself to find distinctive characteristics, benefits, and satisfactions in the use of the product. These two phases of study, especially the former, are generally called motivation research.

Pilot testing or pretesting of the proposed copy is essential for two reasons. The key idea may be a mere hunch inadequately verified by loose research, and copy formulations of the same key idea may take many different forms, some effective, some quite ineffective.

Thorough pretesting of the various versions is therefore crucial. This needs to cover three essential copy functions; 1) The attention-arresting ability of the proposed copy; 2) the perception of the message, what it conveys and whether that is what the advertiser intended or not, and 3) the persuasive credibility and action-stirring power of the message.

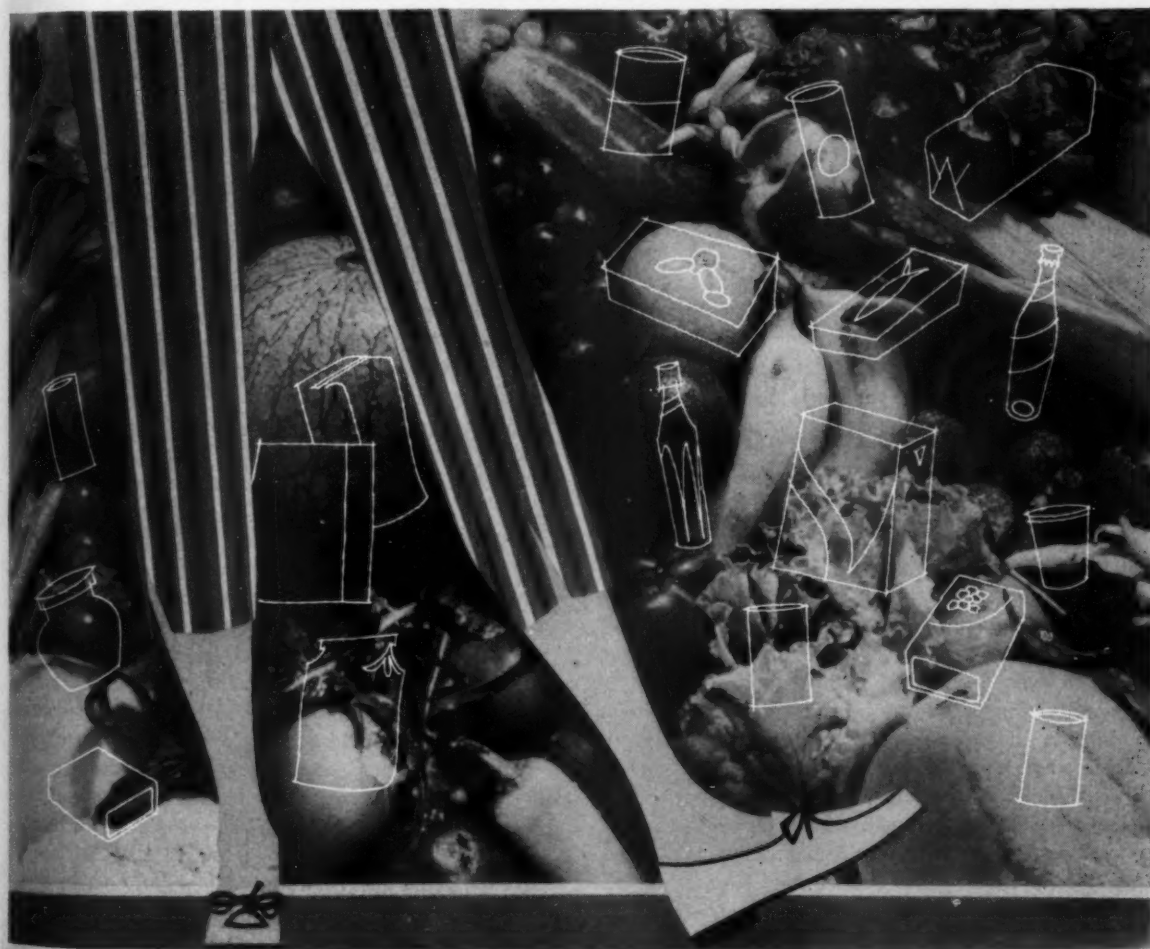
The hard sell of believability and impressive persuasiveness can hardly be overestimated in stirring buying action. Blatant, exaggerated, untruthful advertising is damaging, surely in the long run, not only to the particular product concerned, but it also penetrates more or less to other advertising as well. In my pursuit of

WHEN YOUR PRODUCT IS FOR PEOPLE OF TASTE —REMEMBER

# The Chicagoans with more money to spend...spend more time with the **CHICAGO DAILY NEWS**

The Chicago Daily News carries more food linage than any other Chicago paper—more than any other evening paper in the nation. Why? Because the Daily News is read by families who spend more money on food—whose median

income is \$1070 a year higher than Metropolitan Chicago as a whole. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.





asking advertising and marketing men what they felt were important problems, the comments expressed with the most emotional emphasis related to *believability*. Several of these men responded to my question with near disgust at the mishmash of claims and phoney "pitches" used by some advertisers in large-audience media. One of these men who had been for years in one of the top responsible advertising positions in the country responded with head-nodding emphasis that his family, after using a certain brand for many years, stopped buying it and switched to another. The point I wish to stress is that pretesting research techniques can do much to eliminate in advance, weak, unimpressive, unbelievable advertisements.

#### COMMENTS ABOUT RESEARCH

**Finally, what about marketing research itself, about the kinds of problems it deals with and how they are dealt with?**

Sound, forward-moving research calls for four researcher capabilities: Imagination, ingenuity, independence, and integrity.

First of all, *penetrating imagination* is necessary in order to see new problems, to isolate new elements and to visualize hypotheses and possible solutions.

*Inventive ingenuity* is needed to devise new methods, new techniques, new approaches to obtain needed data, and to test proposed hypotheses and possible solutions. Along with all of this, the researcher must have complete integrity and complete independence to carry out his plans with entire objectivity, irrespective of the outcome or of the client's wishes.

*Integrity and independence* need particular watching in marketing research, especially in the advertising segment of it. Why? Much so-called research is undertaken to show a competitive advantage for a product or a medium, or a campaign, or a key idea. When that research is performed by the promoter of the product or the medium or the creator of the campaign, bias is almost bound to creep in. The advocate is both judge and jury. Such research is primarily promotional in character, and even when soundly performed its significance is narrow if not actually meaningless except as a "conversation piece," as something "to beat the drums" about.

One further point: Science has progressed as mathematical principles have been developed and applied to the gathering and interpretation of observed data. Whatever exists, exists in some quantity, and as such is measurable. Even quality, whatever it may be, has a higher or lower degree, is better or worse and is measurable.

Quantification of observations and data is important in scientific inquiry. Research is incomplete unless it goes beyond hunches and hypotheses. Hunches tend to become magnified as though they were demonstrated principles or established conclusions. Quantification, at times, is minimized as mere nose-counting. But science does not consist of hunches and guesses, but of proved knowledge. To be sure, hunches are essential when they are flashes of insight, but these insights must be submitted to

adequate evaluation to determine their validity and value. "When you can measure what you are speaking about and express it in numbers," said the noted scientist, Lord Kelvin, "you know something about it, but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meagre and unsatisfactory kind." We need not necessarily go all the way with Lord Kelvin, but quantification as precise as possible is nonetheless essential to scientific progress.

#### Methods of Research

Finally, to see research in its true perspective, let us look for a moment at *methods of research*. There are two general methods, the *descriptive, correlational survey method* and the *experimental method*.

The *correlational survey method* observes, describes, and analyzes objects, processes, phenomena, events and actions as found in nature, in man's physical and human environment. These descriptive reports are then analyzed to find common characteristics, relationships, and general principles. The beginnings of knowledge, even in the physical sciences, have usually been made in this way.

The *experimental method* goes beyond the description and interpretation of what is found and observed and proceeds to experiment, to make actual changes in conditions and processes to see what the resulting effects of these changes may be. Both methods are used in varying proportions in practically all present-day research. The differences lie chiefly in the extent and precision with which the procedures can be employed in different fields.

The *descriptive correlational survey method* is used at several different levels.

1. First there is the direct external observation and description of things and events. This method has been employed as far back as there have been efforts to discover knowledge and to understand man and nature. Aristotle was probably the first to use it extensively. Thanks to his pupil Alexander the Great, Aristotle sent out a thousand agents into much of the then known world to gather information concerning subjects all the way from plants, animals and geography, to ethics, politics and governments.

2. Next, in the case of business research, there is the modern case method of studying and analyzing business operations. It is today's organized application of this age-old procedure. It has been particularly useful in the study and teaching of business operations and their integrated relations to one another. One aspect of this procedure includes the compilation and analysis of statistical and accounting records of business transactions to find principles and generalizations useful in business management.

Up to this point the descriptive procedure has utilized events, transactions, records, *in existence* at the time without any attempt to create new data. It is a matter of finding relationships among the observed and recorded data.

3. The third form of the survey correlational method is the creation and recording of new information about human economic processes through schedules of open-end and structured questions familiarly known to marketing





## Product:

### VITA-MOIST,

new type moisturizing cream with special emollients for dry skin.

## Company:

Avon Products, Inc., New York, N. Y.

## Marketing Problem:

To introduce and pre-sell a new product in an established line marketed solely through direct selling.



**AUGUST 1958:** Vita-Moist joined the parade of Avon products going through their paces in Good Housekeeping laboratories. Scientific analysis was followed by Beauty Clinic investigation. Vita-Moist earned the Good Housekeeping Guaranty Seal.



**OCTOBER 1958:** Avon's "point of sale," in its direct selling method of distribution, is the package itself, and that is where the Guaranty Seal was placed, as the symbol of quality that has earned the respect and confidence of consumers everywhere.



**MARCH 1959:** Advertising in Good Housekeeping paved the way for the "Avon Calling" Representatives with "prepared acceptance" so essential in direct selling, invaluable in all selling.



**MARCH-APRIL 1959:** All was prelude to the actual call by Avon Representatives. Good Housekeeping Guaranty Seal on Vita-Moist package itself was both reminder and assurance of quality, truthfulness, reliability.



**APRIL 1959:** Sales success! Vita-Moist achieved one of the greatest and fastest launchings ever recorded by Avon. Another new product helped on its way by Good Housekeeping.

**"Good Housekeeping helped Avon...  
shorten the time...reduce the cost...  
of marketing a new product!"**

—GEORGE W. SHINE, Advertising Manager, Avon Products Inc.

## AVON: BUILDING CONFIDENCE AND SALES THROUGH GOOD HOUSEKEEPING

Vita-Moist, Avon's newest, fast-selling cream for 1959, is one of the most recent successes in the long and progressive career of this unique 73-year-old company. Since 1937, every new Avon product has been subjected to the same thorough investigation in Good Housekeeping Laboratories. This program has put to work for individual products and the line the "climate of confidence" created so forcefully by Good Housekeeping.



GEORGE W. SHINE

## What's Your Marketing problem?

- ... a new product in an established line?
- ... a new company out to build a brand?
- ... marketing a new improvement in an established product?
- ... conducting a drive on younger market of new homemakers?
- ... building increased demand for established brands?

**In every situation, Good Housekeeping can step up the pace, cut down the cost of marketing!**

researchers. With the use of the science of statistics, relationships are more clearly and precisely described.

### **Experimental Design**

The experimental method goes beyond description and correlation of phenomena as they occur, and introduces changes and controls to determine their effects.

It is used most precisely in the physical sciences, less precisely in the biological sciences, and least precisely in the human behavior sciences. Nevertheless, it has yielded, even in marketing behavior studies, highly useful results not obtainable otherwise, and promises more for the future. One important advantage of the experimental method, by virtue of controlling and changing variables, is the establishment of cause-and-effect relations. The survey correlational method usually can go only as far as establishing statistical association. Direct cause-and-effect relationship, though strongly indicated, cannot as a rule be positively proved. However, a high degree of association usually indicates direct or indirect casual relationship even though it is not apparent and cannot be fully traced at the time. Dr. David R. Rutstein of the Harvard Medical School, for example, pointed out that, "in 1854, during an epidemic of cholera in London, John Snow recognized the statistical association between cases of cholera and the drinking of water supplied by one of London's many water companies. John Snow inferred from his observations that a noxious substance causing cholera must have been transmitted by the particular water company, although the 'cause' of cholera was not to be clearly defined for another 40 years." (*Atlantic Monthly*, Oct. 1957, page 42.)

Most experimental research, especially in the physical and biological sciences and also much of it in the psychological sciences, is conducted successfully in laboratories under predetermined conditions. However, much of the experimentation in the psychological or human behavior sciences must be conducted under actual day to day behavior if the findings are to be conclusive. This is particularly true in marketing operations. Readership findings of studies, for example, conducted under artificial laboratory conditions, do not necessarily hold for readership as it occurs ordinarily under natural conditions. The same is likely to be true in attempting to measure selling effects of advertising when the experimentation is done under artificial conditions. Experimentation with controlled changes introduced can be and is being done successfully under actual day to day buying and selling behavior. Cause-and-effect relationship can then be ascertained more conclusively.

### **SUMMARY AND CONCLUSIONS**

Certain marketing problems appear to be especially in need of thorough broad-gauge research. Among these are the following:

**1. Measuring the selling effect of advertising.** This problem has always been in the minds of marketing

executives, but it is pressing today much more for factual data than at any time before. Furthermore, progress in productive research on this problem appears more promising now than at any time before.

**2. Measuring the perception of advertising messages via radio and television media.** This calls for measurements of listenership and viewership of advertisements in these media corresponding to readership measurements of advertisements in print media. The need is for measurement of the perception of the advertising messages as distinct from program audiences.

**3. Determining the comparability of advertising message perception as among print, radio, and television audiences.** This is a completely unknown area, yet one about which factual data are urgently needed. Advertisers do not know in terms of advertising message perception and purchase decisions how many ad-reader impressions are equivalent to how many TV or radio commercial perceptions, for what products or what media combinations, or at what stage in the life cycle of a product.

**4. Measurement of brand use levels and brand purchase rates by media audience markets.** Information in these areas is needed to indicate the strength or weakness of a brand's market by media audiences. There are media markets as there are geographic markets.

**5. Pretesting of key ideas and proposed advertising and selling messages.**

Problems 2, 3, and 4 call for broad-gauge, industry-wide, across-the-board research of very large magnitude to be carried on continuously from year to year in order to provide data for analyzing, correlating, and evaluating the selling effects of advertising. Advertisers whose money is at stake need the essential data to help them decide how they can get the most for their advertising and selling dollar. Instead of small piecemeal projects, marketing executives need to visualize research projects of truly large dimensions.

The approach to the basic problem, No. 1 above, measuring the selling effect of advertising, is I believe, through the concept mentioned at the beginning of this discussion, namely, measuring advertising *input* on one side of the equation and purchase *output* on the other side. Problems 2, 3, and 4 are the necessary intermediate steps by which data for the two sides of the formula may be secured. This obviously calls for a research program of large proportions. Investment in product research by U. S. industries has increased from an estimated \$400 million in 1940 to \$8 billion in 1958, or about twenty-fold. This is about 2 per cent of gross national product. Marketing executives and research men will need to think in much larger terms than they have ever done heretofore, in fact in terms corresponding proportionately to product research investments, in order to obtain the needed factual basis for progress and economy in marketing processes.

*Dr. Starch will continue with another two-part series that begins in November with a discussion of the values of repetition in magazine advertising, and deals in December with the subject of repetition in outdoor advertising—The Editor.*

grow with OKLAHOMA!



## Retail sales increase \$151,235,000 in Oklahoma in first half of 1959

Oklahoma in 1958 was an inland island of prosperity by showing continual sales gains while much of the nation was lagging.

Now, on top of last year's gains, Oklahoma again is piling up increases in 1959. Total retail sales in the state during the first six months of the year were \$1,159,506,000, an increase of \$151,235,000 or 16.6% over the corresponding period of 1958.

Construction, too, is soaring in Oklahoma, led by residential building nearly three times as great as the record-breaking total for the first six

months of 1958.

The Daily Oklahoman and Oklahoma City Times give you growing coverage of this fast-moving market with a daily combined circulation equal to 54.1% of the households in its prime 58-county marketing area where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same area.

To find income, go where income is. Get growth in your sales — with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

Write for Oklahoma Market Data book

### R. O. P. COLOR

More than a quarter of a century of experience and leadership in finest of quality color reproduction. Already equipped with the most complete and up-to-date R.O.P. color facilities, the Oklahoma and Times were first in the country to purchase the new Hoe Celormatic presses, 8 units to be installed in latter 1959.

### OKLAHOMA STATE WIDE GROWTH RECORD!

#### FIRST SIX MONTHS 1959

Total Retail Sales	UP 16.6%
General Business	UP 17.9%
Residential Building	UP 293.6%
Manufacturing Building	UP 104.4%
Construction	UP 60.8%
Food Sales	UP 16%
Drug Sales	UP 12.6%
Furniture Sales	UP 13.8%
Building Material Sales	UP 75.2%
Household Appliances Sales	UP 15.4%
Motor Vehicle Sales	UP 8.3%*
Industrial Production	UP 11%
Agricultural Production	UP 15.5%

\*New car sales in Oklahoma City were up 26.4% during same period.

SOURCE: Bureau of Business Research, University of Oklahoma

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency





# WCCO Radio delivers more listeners than all other stations combined.

\*more  
acceptance

\*lowest  
cost/per thousand

## GOT A STORY UP YOUR SLEEVE?

Put it to profit with 1,022,610 radio families in WCCO's 114 county basic service area in four states. Top acceptance through full-size programming. Lowest cost per thousand because WCCO Radio has more listeners than all other Minneapolis-St. Paul stations combined.

**WCCO**  
**RADIO**  
MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt  
1-A Clear Channel Station  
Represented by CBS Radio Spot Sales

Source: Nielsen  
Station Index,  
Jan.—June, 1959  
Station Total,  
6 AM-Midnight,  
7-day week.

MEDIA

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SIZE OF AD  
TUBERNET

Under 50  
50- 95  
100- 299  
300- 599  
600- 999  
1000-1499  
1500 +  
TOTAL

Media/accop



# How National Advertisers Use Newspaper Space

*Details of 17 more product classifications showing:*

1. *Weekly lineage for each classification.*
2. *Number of advertisements run each week.*
3. *Average size of advertisements.*
4. *Number of advertisements and size run each day of week.*

**H**OW DO NATIONAL ADVERTISERS use newspapers? In September MEDIA/SCOPE, there was presented a summary of the use of newspapers by 72 classifications of advertisers, and detailed information on 12 of them. The current issue of MEDIA/SCOPE carries detailed information on 17 more classifications.

These 29 classifications were chosen for detailed analysis because they are the largest. The data were compiled by Advertising Checking Bureau for the Bureau of Advertising, ANPA, and appear exclusively in MEDIA/SCOPE among advertising publications. The Checking Bureau measured one week's lineage in the first and second quarters of 1959. These figures were combined to form the data presented here. A probability sample of total daily U. S. circulation represented by 57 daily newspapers was used. The selection of product classifications by size groups that are shown in detail was based upon those classifications having 95 advertisements or more, and hence are fewer in number than the total of 72 classifications.

SIZE OF ADVERTISMENT	Lines	Total Ads.		Avg. Lines per Ad.	NUMBER OF ADS. RUN EACH DAY				
	Mon.-Fri.	No.	%		Mon.	Tue.	Wed.	Thu.	Fri.
CIGARETTES									
Under 50 li.	116	3	2.3	39	—	1	2	—	—
50- 99	227	4	3.1	57	—	2	2	—	—
100- 299	1,384	8	6.3	173	3	—	1	3	1
300- 599	1,478	4	3.1	370	2	—	—	—	2
600- 999	8,039	10	7.8	804	2	1	4	1	2
1000-1499	51,510	47	36.7	1,096	12	10	9	11	5
1500 +	87,873	52	40.7	1,689	15	17	9	5	6
TOTAL	150,627	128	100.0	1,177	34	31	27	20	16

<b>CIGARS</b>									
Under 50 li.	1,602	38	16.8	42	2	26	10	—	—
50- 99	3,347	55	24.3	61	5	20	27	2	1
100- 299	9,786	69	30.6	142	29	7	14	7	12
300- 599	14,524	31	13.7	469	11	8	8	2	2
600- 999	16,671	23	10.2	725	8	6	3	1	5
1000-1499	5,020	5	2.2	1,004	4	—	1	—	—
1500 +	7,640	5	2.2	1,528	2	3	—	—	—
<b>TOTAL</b>	<b>58,590</b>	<b>226</b>	<b>100.0</b>	<b>259</b>	<b>61</b>	<b>70</b>	<b>63</b>	<b>12</b>	<b>20</b>

<b>DENTIFRICES</b>									
Under 50 li.	7,821	353	97.8	22	97	74	91	27	64
50- 99	157	2	0.6	79	1	1	—	—	—
100- 299	430	3	0.8	143	1	2	—	—	—
300- 599	—	—	—	—	—	—	—	—	—
600- 999	—	—	—	—	—	—	—	—	—
1000-1499	—	—	—	—	—	—	—	—	—
1500 +	4,536	3	0.8	1,512	1	1	1	—	—
<b>TOTAL</b>	<b>12,944</b>	<b>361</b>	<b>100.0</b>	<b>36</b>	<b>100</b>	<b>78</b>	<b>92</b>	<b>27</b>	<b>64</b>

<b>FOODS-MISC. AND COMBINATION COPY</b>									
Under 50 li.	3,391	118	18.6	29	—	8	32	52	26
50- 99	9,737	133	21.0	73	4	8	19	83	19
100- 299	25,076	148	23.3	169	1	12	27	88	20
300- 599	54,888	131	20.7	419	—	1	20	90	20
600- 999	48,742	61	9.6	799	1	1	6	48	5
1000-1499	31,243	30	4.7	1,041	1	—	2	24	3
1500 +	28,892	13	2.1	2,222	1	1	2	8	1
<b>TOTAL</b>	<b>201,969</b>	<b>634</b>	<b>100.0</b>	<b>319</b>	<b>8</b>	<b>31</b>	<b>108</b>	<b>393</b>	<b>94</b>

(Continued on page 70)

SIZE OF ADVERT- THERMENT	Lines Mon.-Fri.	Total Ads. Mon.-Fri.		Avg. Lines per Ad.	NUMBER OF ADS. RUN EACH DAY				
		No.	%		Mon.	Tue.	Wed.	Thu.	Fri.
AIRWAYS									
Under 50 li.	132	4	0.6	33	1	2	1	—	—
50- 99	5,156	63	9.5	82	13	16	15	11	8
100- 299	35,720	210	31.4	170	70	67	44	16	13
300- 599	65,601	154	23.1	426	52	55	29	6	12
600- 999	82,054	113	17.0	726	44	43	15	3	8
1000-1499	109,116	101	15.2	1,080	44	27	16	8	6
1500 +	40,175	21	3.2	1,913	5	6	7	1	2
TOTAL	337,954	668	100.0	507	229	216	127	45	49

# Special interest magazines



MRS. ALFRED GWYNNE VANDERBILT  
AT FABULOUS AQUEDUCT RACE TRACK

© 1959 The Hearst Corporation

# nes get **ACTION!**

**The proof of action  
lies in repeat sales—**

*“Our promotion in  
your September issue  
was so successful that  
we expect to run it  
every year from now on.”*

When fashion-conscious Robert Powell Johns and fashion-conscious *Town & Country* get together on a sales promotion, the results are enviably productive. To the quotation above, Mr. Johns adds: “*Town & Country* has played a very important part in our growth and in the development of our prestige position in the market.”

And such is the experience of the many other advertisers who appeal to the privileged circle of *Town & Country* readers—an audience that is dedicated to gracious living, and has money to spend on quality products.

“Our recent advertisement of a sealskin coat in *Town & Country* was most satisfactory. We have received approximately 40 inquiries and have already sold many coats,” writes Esther Dorothy, Inc. And from Maurice Renter, Inc.: “Our double-page ad has brought literally hundreds of telephone calls from retailers and consumers about the price and source of the clothes.”

#### *Reader interest the key to ACTION*

What is true of *Town & Country* is true of all Hearst Special Interest Magazines. Each is edited for a specific audience, with an intimate understanding of the reader's special interest—whether it be home-making or fishing, fashion or fiction.

There is no waste here. Each magazine fits its market as a key fits its lock. And because they speak a common language, share a common interest, advertising and editorial matter work in tandem—to create sales impulse at the local level.

So if you're looking for *action* in terms of sales, remember: Advertising works hardest where interest is greatest. And the circulation of the 13 Hearst Special Interest Magazines is measured not alone by numbers, or by geographical distribution, but by *intensity of interest*—the true measure of prospective buyers.

BAZAAR	SPORTS AFIELD	MOTOR	COSMOPOLITAN
SCIENCE DIGEST	POPULAR MECHANICS	American Druggist	Bride & Home
House Beautiful	Good Housekeeping	NEW Medical Material	MOTOR BOATING

## *Hearst Magazines Get Action!*

*Six Keys to Profits  
Through Action*

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told

(Continued from page 67)

SIZE OF ADVERTISMENT	Lines Mon.-Fri.	Total Ads. Mon.-Fri.		Avg. Lines per Ad.	NUMBER OF ADS. RUN EACH DAY					SIZE OF ADVERTISMENT	Lines Mon.-Fri.	Total Ads. Mon.-Fri.		Avg. Lines per Ad.	NUMBER OF ADS. RUN EACH DAY				
		No.	%		Mon.	Tue.	Wed.	Thu.	Fri.			No.	%		Mon.	Tue.	Wed.	Thu.	Fri.
INDUSTRIAL																			
Under 50 li.	567	21	7.5	27	3	4	4	4	6	Under 50 li.	2,218	82	59.8	27	26	29	7	14	6
50- 99	1,244	17	6.1	73	2	6	3	5	1	50- 99	1,422	19	13.9	75	6	4	7	—	2
100- 299	12,987	71	25.4	183	14	16	12	7	22	100- 299	3,930	24	17.5	164	6	1	11	4	2
300- 599	39,261	86	30.8	457	11	13	25	24	13	300- 599	4,324	9	6.6	480	2	2	4	1	—
600- 999	25,644	32	11.5	801	4	3	12	8	5	600- 999	1,446	2	1.5	723	1	—	1	—	—
1000-1499	36,083	32	11.5	1,128	14	4	9	2	3	1000-1499	1,008	1	0.7	1,008	—	—	1	—	—
1500 +	42,603	20	7.2	2,130	—	17	—	1	2	1500 +	—	—	—	—	—	—	—	—	—
TOTAL	158,389	279	100.0	568	48	63	65	51	52	TOTAL	14,348	137	100.0	105	41	36	31	19	18

<b>INSURANCE</b>										<b>PERFUMES AND COSMETICS</b>									
Under 50 li.	3,424	81	29.2	42	37	8	11	5	20	Under 50 li.	687	19	5.1	36	2	4	5	3	5
50- 99	1,902	32	11.5	59	24	2	3	2	1	50- 99	7,286	103	27.6	71	25	7	24	5	42
100- 299	7,825	46	16.6	170	23	7	8	3	5	100- 299	15,805	77	20.6	205	21	25	9	11	11
300- 599	13,642	29	10.4	470	3	11	9	1	5	300- 599	19,013	41	11.0	464	8	9	10	7	7
600- 999	30,630	41	14.7	747	11	10	15	—	5	600- 999	66,603	86	23.1	774	26	38	10	3	9
1000-1499	45,737	42	15.1	1,089	22	11	3	3	3	1000-1499	40,144	36	9.7	1,115	11	11	7	2	5
1500 +	12,398	7	2.5	1,771	1	2	—	—	4	1500 +	22,584	11	2.9	2,053	1	4	3	1	2
TOTAL	115,558	278	100.0	416	121	51	49	14	43	TOTAL	172,122	373	100.0	461	94	98	68	32	31

<b>MAGAZINES</b>										<b>RADIO AND TV STATIONS</b>									
Under 50 li.	18,150	556	71.8	33	2	53	63	206	232	Under 50 li.	387	11	5.0	35	5	—	—	1	5
50- 99	928	11	1.4	84	2	2	1	5	1	50- 99	3,338	42	19.0	79	23	3	3	12	1
100- 299	24,967	143	18.5	175	33	57	30	17	6	100- 299	18,178	119	53.9	153	68	7	22	6	16
300- 599	13,095	38	4.9	345	1	24	—	11	2	300- 599	13,735	35	15.8	392	9	2	9	3	12
600- 999	5,861	9	1.2	651	—	8	—	1	—	600- 999	8,499	12	5.4	708	3	5	—	1	3
1000-1499	3,542	3	0.4	1,181	1	2	—	—	—	1000-1499	2,464	2	0.9	1,232	—	—	1	—	1
1500 +	34,936	14	1.8	2,495	2	4	4	2	2	1500 +	—	—	—	—	—	—	—	—	—
TOTAL	101,479	774	100.0	131	41	150	98	242	243	TOTAL	46,601	221	100.0	211	108	17	35	23	31

<b>MEDICAL</b>										<b>RAILROADS</b>									
Under 50 li.	32,753	1,291	64.3	25	345	268	312	242	124	Under 50 li.	23	1	0.6	23	—	—	—	—	1
50- 99	20,900	305	15.2	69	105	69	100	18	13	50- 99	1,391	17	10.4	82	4	5	5	1	2
100- 299	47,159	363	18.1	130	99	93	107	36	28	100- 299	13,222	80	49.2	165	22	39	13	3	3
300- 599	15,992	34	1.7	470	9	8	11	2	4	300- 599	19,761	44	27.0	449	8	23	6	3	4
600- 999	4,472	7	0.3	639	4	—	1	1	1	600- 999	13,322	17	10.4	784	6	6	2	—	3
1000-1499	2,386	2	0.1	1,193	1	1	—	—	—	1000-1499	2,460	2	1.2	1,230	—	1	—	1	—
1500 +	16,746	7	0.3	2,392	—	5	2	—	—	1500 +	4,480	2	1.2	2,240	—	—	—	1	1
TOTAL	140,408	2009	100.0	70	563	444	533	299	170	TOTAL	54,659	163	100.0	335	40	74	26	9	14

<b>OIL AND GASOLINE</b>										<b>SOAPS, CLEANSERS AND POLISHES</b>									
Under 50 li.	—	—	—	—	—	—	—	—	—	Under 50 li.	9,126	353	55.3	26	2	9	8	116	218
50- 99	1,279	20	7.8	64	5	8	1	1	5	50- 99	6,062	85	13.3	71	1	5	17	39	23
100- 299	6,590	40	15.6	165	18	12	5	2	3	100- 299	14,115	100	15.6	141	5	24	32	30	9
300- 599	23,361	64	24.8	365	9	30	17	2	6	300- 599	17,589	44	6.9	400	1	8	12	21	2
600- 999	24,233	32	12.5	757	6	8	10	3	5	600- 999	15,511	22	3.4	705	—	—	3	14	5
1000-1499	73,043	59	23.0	1,238	20	15	12	5	7	1000-1499	33,137	32	5.0	1,036	—	—	2	21	9
1500 +	81,295	42	16.3	1,936	5	11	11	9	6	1500 +	6,308	3	0.5	2,103	—	—	1	2	—
TOTAL	209,801	257	100.0	816	63	84	56	22	32	TOTAL	101,848	639	100.0	159	9	46	75	243	286

<b>PASSENGER CARS—NEW</b>										<b>TIRES AND TUBES</b>									
Under 50 li.	436	11	0.8	40	2	1	3	3	2	Under 50 li.	—	—	—	—	—	—	—	—	—
50- 99	7,605	90	6.8	85	71	6	—	10	3	50- 99	—	—	—	—	—	—	—	—	—
100- 299	30,025	135	10.3	222	19	49	24	18	25	100- 299	1,793	8	5.1	224	2	1	2	3	—
300- 599	207,175	502	38.1	413	60	204	113	36	89	300- 599	6,189	13	8.3	476	3	1	5	3	1
600- 999	192,242	255	19.4	754	24	92	57	26	56	600- 999	57,484	76	48.4	756	8	7	31	20	10
1000-1499	313,098	259	19.7	1,209	55	79	56	22	47	1000-1499	61,792	55	35.0	1,123	3	5	15	22	10
1500 +	109,752	65	4.9	1,688	8	23	20	6	8	1500 +	9,657	5	3.2	1,931	—	1	1	1	2
TOTAL	806,333	1,317	100.0	653	239	454	273	121	230	TOTAL	136,915	157	100.0	872	16	15	54	40	23



# Do you have all the facts about the remarkable Chicago market?

**T**HE CHICAGO TRIBUNE knows this market—and knows its audience.

It has what is probably the most comprehensive collection of market and media data about Chicago and Mid America.

In this rapidly changing market, the Tribune is the leading advertising medium. It is continually searching for new facts to make the job of selling Chicago easier, more economical and more profitable for its advertisers.

Shown here is a partial list of the many Tribune studies, surveys and reports which are available to interested advertisers and their agencies. We welcome your inquiries.

second largest liquor market. It presents a unique marketing problem for beer. Here are the latest facts about what people drink and where they buy. 65 pages. April, 1959. No charge.

## 10. The New Consumer

Markets change, so do people. Today's consumer has a new set of values and attitudes which affect her way of life, her purchase patterns and her shopping. This important study provides a valuable insight into this important aspect of marketing. 122 pages. October, 1957. \$5.00

## 11. Gasoline Companies and Their Symbols

What makes a motorist decide on a certain brand of gasoline? What makes him switch? How important is the gasoline company's image and its trademark symbol? This motivation research study explores many new areas of gasoline marketing. 153 pages. February, 1957. \$5.00

11 (a). A 9-page digest of the Gasoline Study is available without charge.

## 12. Annual Blue Chip Report on Grocery Product Advertising

\$9,000,000 worth of grocery product advertising—and how it was spent in Chicago newspapers. Here are actual dollar expenditures of top advertisers during 1958. This report shows how much was spent to promote each of more than 500 different brands. Included is a special breakdown of ROP color advertising. 32 pages. May, 1959. No charge.

For the facts you need, circle the appropriate number on the coupon below. Fill in the coupon and mail it to A. W. Dreier, Manager, General Advertising, Room 1329 Tribune Tower, Chicago 11, Illinois.

## 1. Chicago Tribune Consumer Panel

Over 700 families keep 36,000 weekly diaries to record 1,300,000 separate grocery and drug purchases a year. This booklet fully describes the operation of the Tribune Panel, the type of reports issued, and how advertisers can benefit from Panel information. 33 pages. January, 1958. No charge.

## 2. The Consumer Speaks About Appliances

What are the brand images of leading appliances? What does the consumer really think about appliance shopping and advertising? How does she make up her mind? What will she buy next? This new motivation study is a gold mine of information for appliance advertisers. 48 pages. March, 1959. No charge.

## 3. Shopping Center Survey

What are Metropolitan Chicago's leading shopping centers? Where are they? This detailed report maps trading areas of 64 top centers, ranks them by traffic and purchases, shows cross competition between centers. 406 pages. March, 1958. \$10.00.

## 4. The Industrial Capital of the World

This factual report shows why Chicago-land is often called the "American Ruhr". It contains up-to-date information about industrial investment, production and expansion in Chicago and Mid America. 47 pages. 1958. No charge.

## 5. Sample Census of Metropolitan Chicago

Though four years old, this is still the most recent study in depth of the Chicago market. It contains much basic, usable information about population, household and family characteristics of the Chicago market. 69 pages. July, 1955. \$1.00

More readers... more advertising—  
**THE TRIBUNE GETS 'EM  
IN CHICAGO!**

## 6. Opinions of Major Media in Metropolitan Chicago

What image do Chicagoans have of newspapers, magazines, radio and television in this market? This study outlines and compares public attitudes toward the four major media. 10 pages. 1954. No charge.

## 7. Attitudes Toward Color Advertising

Color adds much more than increased attention to advertising. It evokes a wide range of emotional response. This study examines the qualitative effects of ROP color on products. 10 pages. 1957. No charge.

## 8. Chicago Tribune Fact Book, 1959

Every advertiser and agency should have this basic book of facts about the Chicago market and its leading advertising medium. This new edition is packed with market and media data, plus a complete description of Tribune services. 100 pages. September, 1959. \$1.00

## 9. Guide to More Liquor, Wine and Beer Sales in the Chicago Market

Metropolitan Chicago is the nation's

Please send me the material which I have circled below.

1 2 3 4 5 6 7 8 9 10 11 11(a) 12

I am enclosing \$..... to cover the cost of reports for which there is a charge.

NAME.....

TITLE.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

PHONE.....



**SOLO**



**DUET**



**TRIO**



**QUARTET**

If your medical journal advertising requires more than one "voice" to sing the praises of your products, it is important that the two, three, or four publications you select will command the largest and most effective audience . . . in harmony ■ Alfred Politz has just completed a study of the four leading mass medical journals . . . Medical Economics, Journal of the American Medical Association, Modern Medicine and MD...which provides facts never before available on the readership you may expect for your advertising in any one journal or any combination of two, three, or four ■ Your M. E. representative will call on you soon with the full details.

## MEDICAL ECONOMICS

Oradell, New Jersey

# Program Audience Ratings And How Best to Use Them

- *Difference between total and average audience.*
- *Share of audience ratings.*
- *How it helps to know variations in audience levels.*

By Bernard H. Ober

WHEN MEASURING THE AUDIENCE of any particular program, a problem of definition arises: How much of a program must be heard or seen in order to count the listener or viewer as a member of the program audience? Should only the people who follow the program in its entirety be given credit for being in the program's audience, or is attention to one-half to one-quarter of the program sufficient for awarding audience credit? Obviously, this question defies a definitive solution. As a result of this dilemma, two different concepts of audience measurement have evolved—the concept of "Total Audience" and the concept of "Average Audience."

## **Total Audience**

A total audience rating is a measure of audience exposure to all, or at least a part, of the rated program. The minimum exposure time for inclusion in the total audience rating is, of course, an arbitrary standard, depending upon the preference of the rating service or analyst. Currently, most rating services base total audience counts on a minimum exposure level of five minutes

(Nielsen uses a minimum exposure of six minutes). Thus, a total audience rating of 33.2 for "Maverick" indicates that 33.2 per cent of the TV homes in the rated area were tuned to at least five (or six) minutes of this program.

The particular usefulness of the total audience rating is that it provides a measure of the "reach" of the program, and thereby gives a good indication of the sponsor's audience penetration with at least one commercial. (Studies by Nielsen have shown that a minimum six-

Mr. Ober is manager of research at William Esty Company and adjunct assistant professor in the marketing department at Pace College. Last month he discussed "How to Understand a Broadcast Rating." Next month he will discuss cumulative and unduplicated audiences and qualitative audience measurements.



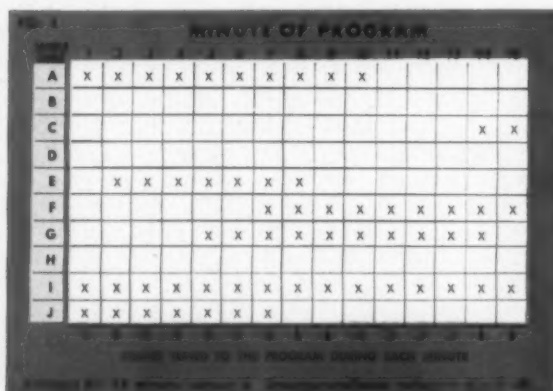
minute program exposure usually results in exposure to at least one commercial.)

### Average Audience

Consider a revolving door, through which a number of persons pass. A count of the number of *different* persons passing through this revolving door might be considered analogous to the *total audience* rating, as described above. In contrast, a count of the number of persons in the revolving door at any given time might be considered analogous to the *average audience* rating of a program.

The average audience rating of a program shows the tune-in level to that program during the average of the program's duration. In practice, most rating services report average audience on a one-minute basis; that is, the ratings are reported in terms of listening or viewing during the average minute of the program. Thus, the average audience rating of a 30-minute program is, in effect, an average of the program's audience during the first minute, during the second minute, during the third minute, and so on, up to the thirtieth minute.

The computation of the average audience rating from the homes in the rating sample for a 15-minute program is illustrated in Figure 1. Tune-in to the rated program during any one minute is indicated by "X."



In this illustration, three homes out of 10 were tuned to program X during the first minute. Four homes out of 10 were tuned to this program during the second, the third, the fourth minute, etc. The average of these one-minute tune-ins was four homes out of 10, giving this program an average audience rating of 40.

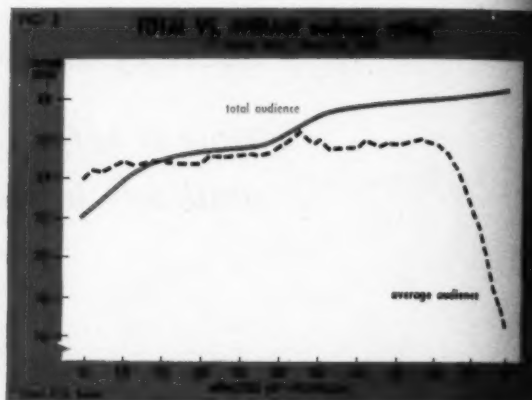
Let us now look at Figure 1 to determine what the total audience rating for this program would be: homes "B," "D," and "H" were not tuned to the program at any time, and are therefore excluded from the total audience count. Home "C" tuned in at the end of the program, but for only two minutes, which is too short a time to qualify it to be counted in the total audience. The remaining six homes in the sample all tuned to the program for more than five minutes, and all of these homes are therefore included in the total audience. Consequently, the total audience rating in this case is six out of 10, or 60.

An important difference between the total audience and

the average audience is that total audience can either remain the same or increase as the program progresses, whereas the average audience can remain the same, increase, or also decrease during the course of the program. This can be readily visualized by referring to the analogy of the revolving door. A count of the number of persons who have gone through the revolving door can never decline, whereas a count of the number of persons in the door at any given moment can increase or decrease: at one moment three persons may be in the door, a minute later four, and during the following minute only one person may be in the door.

Obviously, then, the average audience level is independent of program duration, while the total audience level is definitely affected by length of program; the longer the rated program lasts, the greater the opportunity for additional tune-in.

Here is an example of the growth of the total audience as the program unfolds, compared to the fluctuating level of the average audience:



Note particularly the increase in total audience between 10:00 and 10:10 P.M. (the thirtieth to fortieth minutes of the program). This increase reflects for the most part the acquisition of audience from other programs that had ended at 10:00 P.M.

The A. C. Nielsen Company has made a tabulation of the general relationship of the total audience to the average audience, by length of program. This tabulation indicates that for half-hour programs the total audience rating is generally 10 per cent higher than the average audience rating, while for a 90-minute program it is generally 55 per cent higher. The figures of this analysis are shown below, together with specific illustrations:

Length Of Program	Average % Difference Of Total Audience Over Average Rating	Nielsen Television Index, May 25-June 7, 1969	Average Audience*	Total Audience*	% Diff. (Actual)
15 Min.	+ 5	Douglas Edwards and the News.....	10.7	11.1	+ 4
30 Min.	+10	December Bride .....	14.6	16.6	+14
60 Min.	+25	Perry Mason .....	21.2	27.2	+28
90 Min.	+55	Steve Allen Show.....	10.0	15.9	+59

\* Program Station Basis

(Continued on page 77)



"CHICAGO, HUH?  
WHERE WERE  
YOU BETWEEN 6 PM  
AND MIDNIGHT?"



# "WATCHING WNBQ!"



From 6 P.M. to Midnight, Monday through Friday—when Chicago's largest audiences are watching television—WNBQ's average share of audience is 34%. The next station's is 26.7%. A 27% lead for WNBQ. **WNBQ CHANNEL 5 IN CHICAGO** NBC Owned · Sold by NBC Spot Sales

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(Continued from page 74)

The relationship of total to average audience is also affected by program type, since the excess of the total audience rating over the average audience rating is a function of audience turnover. If the same people tuned to a program from beginning to end, the total audience would be identical with the average audience. If, on the other hand, there is a great deal of tune-in (lasting at least six minutes) and a great deal of tune-out, i.e., "audience turnover," the total audience will be higher than the average audience. Thus, it is easy to realize that variety or audience participation programs, which do not necessarily have to be viewed in their entirety to be enjoyed, will have greater audience turnover than dramatic programs or mystery programs, where it makes more sense to tune in from beginning to end. This is readily seen from the following examples:

Nielson Television Index, May 25 - June 7, 1959				
Length	Program Name	Type	Average Audience*	Total Audience*
30 Min.	Wells Fargo	Western	22.5	24.0
30 Min.	Ozzie & Harriet	Sit. Comedy	15.8	18.2
30 Min.	77 Sunset Strip	Mystery	25.2	31.3
30 Min.	Ed Sullivan	Variety	18.4	26.2
30 Min.	Playhouse 90	Drama	20.0	28.1
30 Min.	Steve Allen Show	Variety	10.0	15.9
* Program Station Basis				
			% Dif- ference	
				+ 7
				+15
				+24
				+42
				+40
				+59

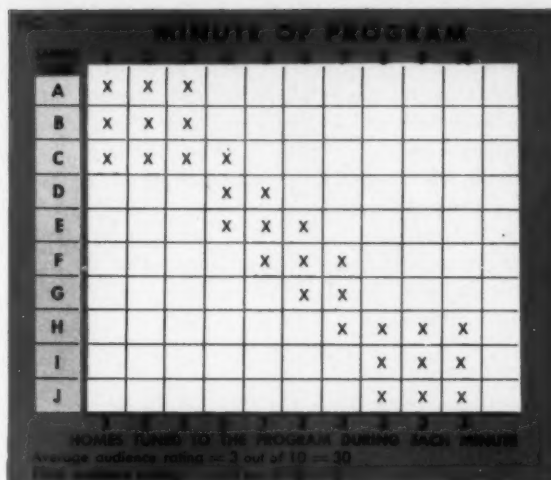
Although the total audience rating is usually higher than the average audience rating, this does not necessarily have to be the case. A hypothetical example can prove this point: Suppose all homes in the sample tuned to a program for less than five minutes. This program would obtain a certain average audience, but its total audience would be zero, since not a single one of the sampled homes tuned in sufficiently long to be included in the total audience. (See Fig. 3.)

### Usefulness of Average Audience Ratings

Two persons drive their automobiles on the state parkway. One car has traveled 150 miles, the other car has traveled 60 miles. Which driver got the better speed from his car? From the data given, all that can be said is that one car has traveled farther than the other car. To compare the two cars on their average speed we must know how long each car has been underway: Perhaps the first car has been traveling three hours (with an average speed of 50 mph), while the second car may have been driven only one hour (at a speed of 60 mph).

The same problem applies to measuring the audience of radio and television programs. How should programs of different duration be compared? On what basis can the relative efficacy of a half-hour program be compared to that of a one-hour program? Referring to the problem of car speeds, we might consider the total audience rating to be somewhat analogous to total mileage traveled, and the average audience rating to be analogous to the miles-per-hour concept.

Since the average audience rating is not affected by



length of program, it is the most equitable standard for comparison of programs of different duration. The average audience rating does not penalize the shorter program in favor of the longer one:

May 25 - June 7, 1959		
Program	Average Audience*	Total Audience*
The Rifleman (1½ hour).....	26.5	28.4
Wagon Train (1 hour).....	27.0	34.5
* Total U.S. TV Home Basis		
Source: Nielson Television Index		

Which program, "The Rifleman" or "Wagon Train," delivered more audience for its sponsor? "Wagon Train" reached more homes than "The Rifleman" (34.5 per cent) vs. 28.4 per cent), but then again, "Wagon Train" had half an hour more than "The Rifleman" in which to accumulate additional viewers. However, both programs performed equally well in terms of "miles-per-hour," that is, their audience size during the average minute of each program was practically identical. The average audience rating, then, is a measure of program audience which is unaffected by program duration.

The average audience rating is also useful in estimating the audience to commercial messages, where actual minute-by-minute program profiles are not available. In the absence of information about the audience size during each specific minute of the program, (which information is not always available) the audience size during the average minute is the best estimate of the audience size during any one particular minute. (By definition, an average is that value which most closely describes all values in a distribution). In the preceding reference it was shown that "Wagon Train" was viewed entirely or in part in 34.5 per cent of the U.S. television homes. However, the best estimate of the audience to any one particular commercial announcement in this program is 27.0 per cent of the U.S. television homes (i.e., the average audience rating). Because of these attributes, the average

audience rating is generally used in the computation of the "cost-per-thousand" of radio and television commercials.

To sum up, the merits of the average audience rating as an analytical tool in radio and television audience measurement are:

1. It affords unbiased comparison of programs of unequal duration.
2. Second only to the rarely available minute-by-minute audience profile, it provides the most realistic estimate of the audience to individual commercials.

### Share of Audience

In January 1958, the television program "Have Gun, Will Travel," obtained an average audience rating of 36.3. By April, this program's rating was off slightly to 34.2, and by July the rating had further declined to 28.9. Should the sponsors and the Columbia Broadcasting System have cast about for a replacement for "Have Gun, Will Travel?"

To answer this question, the program's ratings should be evaluated in reference to the audience opportunities available. Since television viewing is considerably influenced by seasonal factors, the trend in the "Have Gun, Will Travel" ratings becomes meaningful only in reference to the trend in total television viewing. The simplest way of evaluating audience trends, irrespective of seasonal influences, is to put the ratings on a *share-of-audience* basis. The share-of-audience rating is computed by dividing the program rating by sets-in-use. Thus, the share-of-audience indicates each program's relative portion of the audience available at the time.

On this basis, it becomes obvious that, for the time periods cited above, "Have Gun, Will Travel" was firmly entrenched in the viewing public's favor; its share of audience actually increased during this time:

	Have Gun, Will Travel		
	Average Audience*	Homes Using Television*	Share Of Audience*
January, 1958 .....	36.3	72.2	50.3
April, 1958 .....	34.2	68.3	50.1
July, 1958 .....	28.9	53.5	54.0

\* Program Station Basis

Source: Nielsen Television Index

The healthy share trend of "Have Gun, Will Travel" indicated that there was nothing to worry about concerning this program. In fact, one year later this program was still attracting a large audience, with average audience at 35.5, and share of audience at 50.2 (January 1959).

Since share of audience ratings neutralize the effect of variations in tune-in levels, they are useful not only in comparing audience trends affected by seasonal fluctuations, but also in comparing programs that are presented at different hours of the day, or on different days of the week, and thus not enjoying equal audience opportunities.

To illustrate, consider two television programs presented Sunday evening:

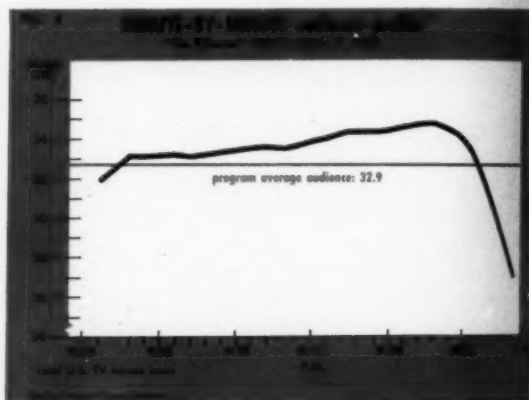
	Sunday, May 31, 1959		
	Average Audience*	Homes Using Television*	Share Of Audience*
20th Century, 6:30-7:00 P.M., CBS-TV .....	9.3	28.5	32.6
Pete Kelly's Blues, 8:30-9:00 P.M., NBC-TV .....	10.7	52.5	20.4

\* Program Station Basis

Source: Nielsen Television Index

"Pete Kelly's Blues" obtained a larger average audience than "20th Century" (10.7 vs. 9.3), but it must be remembered that its opportunity was greater, with 52.5 per cent Sets-In-Use at 8:30-9:00 P.M. compared to only 28.5 per cent at 6:30-7:00 P.M. In fact, "20th Century" obtained a larger proportion of the available audience than did "Pete Kelly's Blues" at their respective time periods (32.6 vs. 20.4).

The average audience rating is a measure of the audience level during the average of the program. However, program audience levels are in a continual state of flux during the course of the program as illustrated in the following chart:



Knowledge of the variations in audience levels during the course of a program is useful because it provides:

- guidance as to the most favorable placement of commercial messages, within the program;
- a more precise measure of the audience tuned to any one specific commercial;
- guidance about the effect of specific program components on audience interest.

These will now be discussed in detail.

Let us assume that the audience profile of the one particular "Rifleman" telecast shown in the chart is fairly typical of all telecasts of this program. The following observations are evident: The most favorable placement of commercial messages on this 30-minute program would occur in the 10-minute time span between 9:15-9:25 P.M. The comparatively least favorable time periods for commercial announcements would be the first three minutes and the last four minutes of the program. For example, a commercial announcement placed at 9:23 gives the advertiser 7 per cent more for his money than a commercial



resented

1:59  
Share Of  
Audience

32.6

20.4

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***In Philadelphia nearly everybody reads The Bulletin***

**The Evening and Sunday Bulletin, Philadelphia**

ADVERTISING OFFICES: Philadelphia • New York • Chicago

REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco

FLORIDA RESORTS: The Leonard Company • Miami Beach

cial placed at 9:02, and 29 per cent more than a commercial placed at 9:29.

Audience profiles vary, of course, from program to program, depending on program content and on time of day. The minute-by-minute audience levels are more stable in drama or situation comedy programs than in variety or audience participation programs. Also, while audience levels during the initial and the final minutes of a program are often affected by the lead-in and by the following programs, this is often counteracted by rapidly increasing or decreasing sets-in-use, at various parts of the day. To illustrate:

Program	Average Audience Rating*		
	First 2 Minutes	Program Average	Last 2 Minutes
Doug Edwards and the News, CBS-TV, Fri., March 13, 1959, 7:15-7:30 P.M. ....	13.4	14.1	15.5
Sunday News Special, CBS-TV, Sun., March 8, 1959, 11:00-11:15 P.M. ....	7.8	7.4	5.5

\* Total U.S. TV Home Basis  
Source: Nielsen Television Index

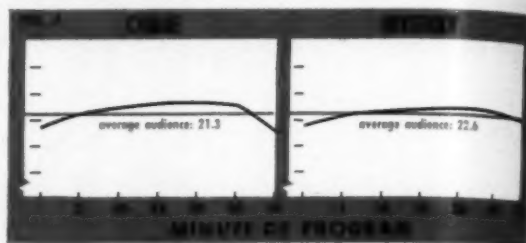
Note how audience levels of the newscast at 7:15 are affected by the increasing tune-in of the early evening period, with the audience level during the last two minutes about 16 per cent higher than the audience level during the first two minutes. Conversely, the late evening newscast is affected by a rapidly declining tune-in level, with the audience level during the last two minutes some 29 per cent below that of the first two minutes.

Referring back to the previous illustration of the "Rifleman," let us now suppose that the sponsor used a uniquely different announcement for the second commercial of the program, placed, say, at 9:18. Perhaps this was an announcement advising the viewing public of an up-coming \$100,000 sweepstakes contest. The sponsor may wish to know exactly how many homes were exposed to this specific announcement. According to the average audience rating, the best estimate of such exposure would be 32.9 per cent of the U.S. TV homes, amounting to 14,476,000 homes. However, the actual tune-in to this program at the eighteenth minute was 34.3 per cent, amounting to 15,092,000 homes. Thus, this particular announcement about the contest was exposed to 600,000 more homes than indicated by the average audience level.

### Program Components

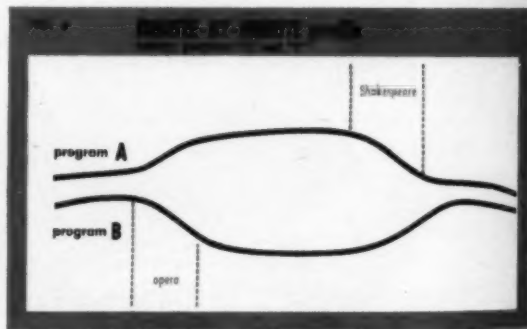
The minute-by-minute audience profile can also be used to analyze program content. Suppose that a detective-drama program usually has plots in which the action involves either the tracking down and apprehension of a culprit of known identity, or the solving of the mystery as to which of several suspects actually is the culprit. Analysis of the minute-by-minute profile of this program may indicate that the use of chase and apprehension plots generally results in a gradual erosion of the audience level after the twenty-fifth minute, whereas the mystery plot generally retains its audience level until the end of the program. The audience profile for the two types of plots

within this particular program may look, on the average, something like this:



Such information may indicate to the sponsor that the mystery plot should be used more often than the chase plot, and it would further indicate that, for maximum exposure, commercial messages should be placed on different positions in presentations using the chase plot than in those using the mystery plot.

Some time ago, the author was involved in the conduct of an analysis concerning the effect of different types of acts on television variety programs relative to audience levels. The analysis focused on two highly popular variety programs, competing with each other at the same time period. The minute-by-minute audience profile of each program was analyzed in reference to program content. The findings of this analysis indicated that there was little difference in the audience retention power of the various types of acts (singers of popular music, comedians, animal acts, etc.) with one noteworthy exception: "long-hair" presentations such as a Wagnerian soprano, or a recital reading of Shakespeare, invariably caused a loss in audience, usually of about 10 per cent, with the switching benefiting the competing variety program. The minute-by-minute audience profile of the two programs looked something like this:



Note the effect of switching caused by a "long-hair" presentation: the audience that had switched to the competitive variety program remained tuned to this program until a long-hair presentation also appeared on it. Note also that when program "A" incurred its loss of audience when the long-hair act was presented, its loss was greater than that originally experienced by program "B": Program "A" not only lost its own original viewers who disliked serious program fare, but it also lost back the similarly inclined viewers who had earlier switched to it from program "B."

Newsweek families have  
over twice as much income  
as the U.S. average.



*The different newsweekly  
for communicative people*

**FLASH!** Newsweek again leads the newsweekly field in number of advertising pages, first 9 months, 1959. Also first in page gains, and first in number of new accounts!





# Ever Meet a Census Taker?

He'll hit East Boston airport at about 8:30 A.M., hop a cab, and head for a certain industrial area in Hyde Park. He has it marked off on that street map he's holding.

What's he up to? Good question. This is Hugh Britton, who directs McGraw-Hill Census of Manufactures. At the moment, he's about to embark on a "block test." He's going to check every plant in that circled area. He'll make sure each one is right where it's supposed to be . . . not moved, sold or inactive. He'll match up his own meticulous records for company size, worth, key personnel, every single product. And more often than not, in other key cities, you'll find a McGraw-Hill Research Department field investigator making similar "block tests," auditing these figures.

This is unusual, a private census . . . in fact, the largest private study of American industry there is. It's devastating in detail, utilizes the accepted SIC base, refined to a 5th digit. It runs down every manufacturing plant of 100 or more employees, 20 or more in some vertical industries. All in all, it covers the plants that do 91% of capital spending. Unlike Uncle Sam's census, which is static and for the record, the McGraw-Hill version is continually maintained, constantly updated. And, it goes a significant step further—if a plant manufactures two or more kinds of products, it is classified under each proper code.

Timeliness is its richest collateral. It's a day-to-day working tool around here. We need it to be absolutely sure McGraw-Hill publications are always marketed to the right people in the right places. We use it to plot circulation potentials and audience buying capacity. We depend upon it for profitable subscription operations.

It works because many conscientious men and women work hard to make it work . . . checking every available, reliable data source, cross-checking, consulting local chambers of commerce, studying daily field reports, making more than 200,000 survey mailings a year. It works for you, too, whether you know it or not. And surprisingly well. For when you advertise in McGraw-Hill publications, the industrial best of Boston (and every other city) comes to you.



McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N. Y. 36, N. Y.

*More than a million key men in business and industry pay to read McGraw-Hill publications*

## MAKING MEDIA WORK

By Philip Ward Burton

Printer's Ink Books, A Division of Vision, Incorporated,  
New London, Conn. 1959. Pp. vii-448. \$8.50

**P**HILIP WARD BURTON, the well-known advertising educator from Syracuse University, former Alpha Delta Sigma fraternity president, and Advertising Federation of America director, has written his fifth book on advertising, and this time he is concentrating on media.

In the preface, he states that the aim was to produce a book that can serve both the college student studying advertising and the professional advertising man.

To interest these divergent groups, Mr. Burton has had to include everything connected with media that was possible to collect, and quite a few things whose connection with media is tenuous.

The net result of all this hard work is a textbook that can be called both elemental and thorough. As such, it should serve students well (including non-academic students out in the mail-room who want to train in the media department) and smaller businessmen who need fundamental data on local, regional, or some of the less-used media forms. But for professional media men in agencies or at the larger national advertisers, this volume would not seem to offer much except possibly a review of fundamentals.

The book begins with a comprehensive media list boiled down into five categories:

1. Publication Media.
2. Outside Media—Display and Sound (includes radio, television, outdoor posters, skywriting, etc.).
3. Outside Media—Distribution (includes direct mail, handbills, novelties, etc.).
4. Inside Media—Display and Sound (includes counter cards, window displays, etc.).

5. Inside Media—Distribution (includes leaflets, brochures, etc.).

This particular method of grouping media forms was something I had never seen before, but it serves the purpose of illustrating the breadth of media that Mr. Burton has included in his study.

The majority of the book is devoted to a carefully detailed inspection of each of the major media. Some of the media facts given sound a bit as if they had been prepared at the Television Advertising Bureau, Radio Advertising Bureau, Magazine Advertising Bureau or Bureau of Advertising, ANPA, so laudatory are they. However, disadvantages and other cautions are also given.

Aside from discussing and explaining the "how to" of media forms, Mr. Burton has devoted chapters to other interesting and related items. One in particular is different. He devotes a chapter to "The Buying of Media," and in it covers such controversial topics as: "Characteristics of Agency Media Men," "Who Makes the Decision in the Buying of Media," and "Why Media Buyers Buy as They Do."

Unfortunately, the listed "Characteristics of Agency Media Men" are not likely to be regarded with pride by some of the current crop. The prime traits required, says Mr. Burton, are: to be a good listener, to like figures, and have an orderly mind. Also needed is a creative sense, but no further explanation is given.

Chapters are devoted to Budgets, When to Advertise, How Often to Advertise, Positions, Size of Advertisements, Use of Color, and Media Merchandising. All of these are in an orientation vein that will provide background for the student dipping

his toe in the media or advertising pond for the first time.

One section of the book that working media people will find very worthwhile is the chapter on media research. Mr. Burton covers thoroughly print media research techniques, quantitative and qualitative. The techniques are explained in much clearer and simpler language than that usually found in the methodology of the reports themselves. And Starch recognition scores, which many publications use in presentations to buyers, are nicely explained, along with the caution against their use in evaluating media, since they were never designed for that purpose.

The broadcast media research discussion includes six vital questions concerning deficiencies and differences of the various services. Here again, the cautions needed in use are pointed up. The percentage of error that exists in connection with ratings (and which is sometimes ignored in buying) is given proper prominence.

Several comprehensive lists are at the back of this volume that can serve as helps in securing data. There is an alphabetical listing of organizations that do media research, and their methods and techniques are outlined.

That Mr. Burton has devoted much time and effort to this book is apparent to anyone who opens it. Although professional media men may not agree with everything in it, it's just the thing to buy and lend to friends, neighbors, relatives, and newcomers to the business who wonder what media is all about.

JACK K. CARVER

*Mr. Carver is a media supervisor at Doherty, Clifford, Steers & Shenfield, Inc.*



## Stock Report

Nature has relaxed a bit in Iowa these brisk fall days. Seeds no longer dance in the fat dirt. Their progeny have matured—to the martial music of the wind. Hard corn ears plop against backboards; wheat kernels start their devious route to dining tables.

Pigs still englut meals planned as carefully as a baby's, grow into obese hogs with bacon slabs glinting in their owners' X-ray eyes. Guernseys turn vegetation into butterfat. Black Angus build beef as they ruminate, perhaps about imminent fulfillment of their destiny. Chickens cluck stupidly, bragging about egg production; geese gaggle and tur-

keys trot down the inexorable road to momentary glory.

Each year Iowa's black soil produces more wealth (we've said this before, but maybe you weren't listening) than all the gold mines in the world. Yet agricultural Iowa is less than half the story. Industrial Iowa lines far more pockets.

Midst all this husbandry and industry Eastern Iowans find time to listen to WMT. We average (5 a.m. to midnight) more audience than the combined total of all other radio stations located in our Pulse area.

### WMT

*CBS Radio for Eastern Iowa*

Mail Address: Cedar Rapids

National Representatives:

THE KATZ AGENCY



# CATCH THEM IN THE ACT





CT



Your advertising in American Home catches 12,000,000 home-minded men and women in the act of planning their buying. When they're building, remodeling, redecorating; when they're selecting their appliances, their furnishings, their gardening tools; when they're planning tonight's dinner or Saturday's party...they rely on American Home for the exciting, practical, stimulating ideas they can use NOW.

**CATCH THEM IN AMERICAN HOME**

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

## Scope on People



**HAPPY TIME:** Art Linkletter (left) and Tad Jeffery, vice president for advertising of Bulova Watch Company, congratulate each other on Bulova's co-sponsorship of the People Are Funny show, which airs Fridays at 7:30 P.M. this fall.



**ARTHUR HULL HAYES** (second from right), president of CBS Radio, accepts a George Washington Honor Medal for the network's 10th anniversary program of Capitol Cloakroom, produced by the Public Affairs Department of CBS News. At the presentation at Valley Forge (Pa.) are (from left) Irving Gitlin, program executive, creative projects, CBS News; Sig Mickleson, general manager of CBS News; Mr. Hayes; Dr. Kenneth D. Wells, president and trustee of the Freedoms Foundation, who made the presentation for the Foundation.



**TIME FOR A CHANGE** was the theme of Trans-Canada Air Lines' mail advertising program which won one of the Direct Mail Advertising Association's awards for the best direct mail campaigns of the year. At TCA's Montreal headquarters, J. A. McGee, director of advertising (left) and K. B. Birch, general supervisor of printed advertising, scan their prize-winning work.



**DR. E. L. DECKINGER** (center), vice president and media director of Gann Advertising Agency, was surprise recipient of a large cake decorated with graphs and figures, when he spoke at a meeting of *TV Guide* representatives at Skytop Club, Skytop (Pa.). Flanking him are James T. Quirk (left), *TV Guide* publisher, and Michael J. O'Neill, advertising director.



**Hosts at clambake** held by Ullman Organization, Philadelphia advertising agency, for business publication representatives (left to right): Mack Nevogole, vice president; John Dingee, account executive; Dave Ullman, marketing; Ed Moody, account executive; Henry Schweitzer, field research; Pete Ullman, president; Bob Eyre, copy; Bill Devine, account executive; Bill Chapman, publicity; Phil Torrey, market research; Bill Dunn, production.



**CONTINUITY:** At dinner for executives of Parker Pen, Robert E. MacNicol (second from right), president of Curtis Publishing Company, presents plaque signaling 40 years of Parker advertising in the *Saturday Evening Post* to Bruce M. Jeffris, Parker president. Looking on are Peter E. Schrub (left), *Post* advertising director, and Daniel Parker, executive v.p. of Parker.

# TOURIST COURT *Journal*

THE NATIONAL MAGAZINE OF MOTEL MANAGEMENT

EXCLUSIVE!

The *New*  
**MOTEL  
COLORS**  
AND HOW TO USE THEM



11,000 new bedrooms  
will be built by readers of TCJ  
*this month!*

tor of Gay  
orated with  
representative  
quirk (left),  
r.

advertising  
Jack Neve-  
an, market-  
arch; Pen-  
utive; Bill  
roduction.

MacNeal  
presents  
y Evening  
E. Schrub  
of Park.

October, 1960

# TOURIST COURT *Journal* THE NATIONAL MAGAZINE OF MOTEL MANAGEMENT

advertisers  
capitalize on  
special TCJ  
color presentation  
to Motel Owners...

Our recent "exclusive" on "The New Motel Colors and How to Use Them", by Ralph L. Noble, nationally famous color stylist, is the first color presentation of its kind developed for the motel industry. This is just one of many merchandising services offered by TCJ to its readers and advertisers, alike.

**delivers the multi-billion  
dollar motel market based on**

**ALL FACT - NO FICTION ...**

Many figures on the growth of the motel industry are so fantastic they may easily smack of fiction instead of fact. For example, TOURIST COURT JOURNAL readers build an average of 11,000 new bedrooms each month; spend 5 million dollars monthly to furnish these rooms. Facts like these, documented by authoritative research conducted specially for TCJ, answer dreams of advertisers, media, marketing and account men who want to know more about what makes this growing industry tick.

But then, TCJ has the natural advantage. For 21 years we have been on top of the accelerating tick of the motel market. Our editorial experience and merchandising vitality work hand-in-hand to serve over 25,000 progressive motels and nearly 300 advertisers. TCJ now assumes complete leadership in coverage of motels with greater-than-average rental units, in staff-created editorial content, in display and classified ad lineage. Yes, facts show that the direction of TCJ is clearly "up". Ask your TOURIST COURT JOURNAL representative for a copy of our comprehensive motel market study, "Eight Billion Dollars Ain't Hay", or write William G. Browning, Advertising Manager Tourist Court Journal, Temple, Texas for special market data.



**... publishing more advertising lineage  
than any other motel magazine.**

...to furnish these bedrooms TCJ readers  
will spend *this month!*

- \$ 588,939 for new BEDS
- 1,368,741 for new MATTRESSES
- 2,304,054 for new FURNITURE
- 453,233 for new CHAIRS
- 396,107 for new DRAPES & BLINDS
- 603,277 for new LAMPS

#### REPRESENTATIVES:

**NEW YORK 17:** McClanahan & Co., 295 Madison Ave.  
LExington 2-1234

**CHICAGO 11:** Clarence T. Engdall, 612 N. Michigan Ave.  
Rm. 506, Michigan 2-7558

**PASADENA 6:** Joseph W. Conrow & Co., 1175 Woodley  
Rd., SYcamore 7-5365

**ATLANTA 5:** Laurence A. Weaver, Jr., 1447 Peachtree St.  
N.E., TRinity 4-8694

**tourist court journal**

Temple, Texas



## Rate Protection Policy Among Business Publications Lacks Uniformity

*46% give two to six months' notice.*

*25% give no notice of increases.*

*70% believe in uniform rate protection policies.*

**I**F NEWSPAPER POLICY on rate protection is somewhat less liberal than advertisers would like, at least it has the virtue of consistency; a buyer knows where he stands. Not so in business publications. The diversity of practice is so broad that it cannot be said that any standard exists.

Here, for example, are some of the findings of a MEDIA/SCOPE survey of a sample of 154 business publications. The study is based on 90 replies to the questionnaire.

Fewer than half the respondents (46 per cent) have a single policy in common. Publishers in this group increase rates for all advertisers (both old and new) on the same date—a date which is announced several months in advance. Advance notice varies from six months (67 per cent) to two months (4 per cent). About one-quarter of the respondents offer three-months' advance notice; 4 per cent offer five-months' warning.

Nearly 25 per cent of business publishers responding make no announcement of future rate increases at all. This works a hardship on new advertisers who intend to buy space in these publications and who have budgeted funds that appeared to be adequate for this purpose. Old advertisers, on the other hand, are usually

granted a period of grace before the new rate is applied. This grace period is most commonly six months (57 per cent), but approximately one-third of the respondents limit it to three months. Seven per cent grant a full year's grace to old advertisers.

Another 25 per cent of the publishers queried make no advance announcement, but protect old advertisers for the duration of their contracts (when these expire, the new rate becomes applicable). A small group (5 per cent) combine protection for the life of the contract with several months' advance notice of rate increases.

Lack of uniformity is marked, too,

in other aspects of business publishers' rate protection policy. When original schedules are increased by adding more units, and a rate increase intervenes, a little more than half the publishers responding to the questionnaire report that these additional units are billed at the old rate. The balance (43 per cent) bill such additional units at the new rate. Furthermore, only two-thirds of business publishers permit an advertiser to cancel when increases become effective without incurring short rate penalties.

The advertiser would also do well to be cautious of publishers' nomenclature in announcing rate increases. For example, a publication may an-

### PREVAILING BUSINESS PAPER PRACTICE

**Note:** These practices are "prevailing" only in the sense that they tend to be somewhat more common than their opposites.

- Six-months' notice of rate increase is provided.
- On the effective date, all advertisers—both old and new—pay the new rate.
- Advertisers may cancel when increases are effective without incurring short-rate penalties.
- When an original schedule is increased by adding more units, and a rate increase intervenes, the additional units are billed at the old rate.

nounce a rate increase "effective January 1, 1960." Exactly half the publishers responding to the questionnaire mean such an increase to apply to contracts signed from that date forward; the other half mean the increase to apply to insertions beginning in the January 1960 issue.

### Majority Favor Uniformity

Nevertheless, nearly seven out of 10 respondents believe that all media should adopt uniform rate protection policies. This proportion, incidentally, is far higher than among newspaper publishers and television station executives (44 per cent and 49 per cent, respectively), both groups whose policies are much more uniform.

Reasons offered by business publishers for favoring uniformity go far to explain why that very uniformity of practice is an unrealized ideal in this class of media. "Space contracts," says a spokesman for Rogers Publishing Company, "represent probably the weakest type of contract in business. Uniformity would go a long way to overcome this." Other publishers amplify that theme with comments like these: "Publishers would avoid agencies playing one

book against another."

"Uniformity would promote better relations with customers who are usually, at best, a little hazy about advertising procedures."

"Uniformity is desirable so that we are not coerced to accept the lowest level offered."

In short, business publishing is vulnerable in the area of rate protection policy because of the relative unfamiliarity of many industrial and merchandising companies with the mechanics of advertising; because of the sharp competition existing in many publishing fields; and because of the overriding need to sell space, policy or no policy.

### Is Uniformity Desirable?

As a matter of fact, these very conditions are used by some publishers to explain why they believe uniformity is *undesirable*. Explains Irma Hall, publisher of *Pet Shop Management*: "While I would like to see a standard rate protection policy, my industry is so uneducated in advertising, and budgets are so small, it would take away my flexibility in 'wooing' written contracts by being generous with my old advertisers."

And, adds the publisher of *American School Board Journal*: "Protection policies, like rates, are competitive. Why restrict competition?"

This flexibility takes some unusual forms at times. Here's a sampling:

*Army Times*: "We give the old advertisers, now running, privilege of canceling current contracts and issuing new contracts at the old rate to be applied for 12 months, following the announcement of the rate increase."

*Buildings*: "Both current advertisers and prospects are advised well in advance of a pending rate increase. They are told that all contracts received prior to the effective date of increase will be protected for one year at the old rates."

*State Teachers Magazines*: "All advertisers are allowed two months after issuance of rate card on July 1 to order space for a year at the old rates. No special announcement to this effect is made."

*Radio-Electronics*: "We have no definite policy at this time."

### Two Schools of Thought

Those publishers that do have policies generally divide into two camps. One point of view is well represented by this statement from the publisher of *Time*, Incorporated's *House & Home*: "A unit of advertising should cost all advertisers the same in the same magazine at the same time. It cannot be worth more to one advertiser than to another. All media would be better off if they followed our policy." Adds a spokesman for the Ziff-Davis Publishing Company: "A product should be worth its price and a new advertiser should not be put in the position of subsidizing old advertisers."

The opposing view generally favors established advertisers over prospective advertisers. *Pet Shop Management's* Irma Hall puts it best: "Our rate protection policy is generous to our old and regular advertisers who have made publication of our magazine possible; we show our appreciation of their regular support through our protection (our way of giving our old customers a 'break')."

Rate protection policies among newspapers were discussed in August 1959 *MEDIA/SCOPE* and among television stations in September. Radio stations' policies will be reviewed in November. ■

# Retail Stores

IN THE ALBANY-AREA SHOPPING CENTERS . . .

**buy more  
advertising space** in the Albany Times-Union than in any other newspaper published in the Albany area . . .

**because** the Albany Times-Union is the greatest selling force in the combined Albany-Schenectady-Troy Metropolitan area.

THE ALBANY

**TIMES-UNION**

Represented Nationally by  
HEARST ADVERTISING SERVICE INC.

Inside Los Angeles there's a Hidden City\* and . . .

# A MILLION YOU'RE MISSING

if you're not in The Mirror News



## Meet a Hidden City Grown-Up . . .

Like little girls everywhere she plays "pretend" . . . and nine times out of ten she models herself after her mother. Her mom makes an ideal model for she's probably an attractive, young woman (more than half the mothers in Hidden City are 39 or under). She has many friends to play "pretend" with too, for Hidden City parents have 428,888 children—more children per family than the homes reached by any other Los Angeles metropolitan weekday newspaper.

And since children can take a healthy bite out of the family budget for clothes, toys, and food, it's a good thing Hidden City fathers are on their way up in well-paying occupations—83% earn \$4,000 or more. In fact, the 310,260 Hidden City families have \$1½ billion to spend . . . and they spend it mostly on what they see advertised in The Mirror News. For 4 out of 5 of the million Mirror News readers take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

**\*It's bigger than Milwaukee . . .** or Miami, Atlanta, San Francisco, Kansas City, New Orleans, Minneapolis, and a lot of other big cities you'd never dream of overlooking.

**4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER**



**LOS ANGELES EVENING  
MIRROR NEWS**

Represented by O'Mara & Ormsbee,  
New York, Chicago, Detroit,  
San Francisco





BASIC TEST FOR MEDIA SELECTION:

**Ask anyone,  
anyone  
you're trying  
to sell in the  
aviation market,  
what publication  
he reads and  
respects most.**

A powerful editorial force is a powerful selling force.

## **Aviation Week**

*Including Space Technology*

A McGraw-Hill Publication, 1221 Avenue of the Americas, New York, N.Y. 10020

**Aircraft - Missiles - Spacecraft**  
**ABC PAID CIRCULATION 73,606**



## PEDESTAL

**T**ELEVISION is virtually all things to most Americans—teacher for the intellectually curious, boon for the spectator sportsman, nirvana for the shut-in, whipping boy for the snide, frigate for the vicarious traveller. It's a love-story in the early afternoon, a nursery in the late, a news bulletin anytime. It's a walk in the park, forum for the thoughtful and microscope slide for political candidates. It's an empathetic counsellor, a weather report, a shot in the dark and a trek across hostile Indian country. It's jazz at the Philharmonic and a Verdi opera.

And yes, to some, unfortunately, it can be too many spots back-to-back, or a quiz show with omniscient contestants; to others, a tired old Class B movie in place of creative local programming and public service.

To us, television is a medium with endless vistas and inherent responsibilities. We try to meet those responsibilities wholeheartedly and with imagination. Our audiences—and the number and calibre of our clients—give us reason to believe we are achieving that goal.

*Responsibility in Broadcasting*

# THE CORINTHIANS

KHOU  
HOUSTON  
KOTV  
TULSA  
KXTV  
SACRAMENTO  
WANI  
FORT WORTH  
WISH  
INDIANAPOLIS  
WANI  
FORT WORTH  
WISH  
INDIANAPOLIS

# MEDIA BUYING IS CREATIVE

By Dr. Howard D. Hadley  
Research Vice President,  
Bureau of Advertising, ANPA.

**T**HE FREE, UNFETTERED SOULS of many copywriters will probably be outraged at the notion that media men are also creative. Creativity in the advertising agency business is not a unique property of any one department. It is a necessary ingredient in the successful operation of most (if not all) departments of an advertising agency.

Media buying must be creative; there are not enough hours in the day to base all decisions upon absolute fact. MEDIA/SCOPE's "Media Buyers' Check Lists" identify for each basic medium some 250 facts a person should know about a market and a medium before making a buying decision. With due respect to MEDIA/SCOPE, I submit that these are more facts than a person can handle competently and efficiently when buying media. Anyone trying to do a conscientious, mechanical job would either wind up putting in a 24-hour day or get fired for consistently being behind in his work. Thus many of these decisions have to be made not on the basis of 100 per cent fact, but on the basis of 100 per cent "feel" and "experience."

## Quasi-factual Rules

Some media buyers try to substitute inflexible formulas for the creative process in an attempt to short-cut the mechanical job (and avoid the mental stress of creative thought). Let us look at some of these quasi-factual rules that can be pitfalls for the neophyte who lacks feel and experience:

- Buy all metro markets plus those in which the company has plants (or where the boss spends his vacation).
- Buy all cities of 100,000 population and over.
- Buy all morning (or evening) newspapers.
- Buy only magazines that have 20 per cent of editorial devoted to

client's product category.

- Don't buy independent television stations (or UHF).

These rules are developed because a media man may be expected to be "logical, objective, and impartial," i.e., machine-like. But the human brain is a mysterious and unmechanical device. Many different facts are fed into it over a period of years. These facts are weighted and routed around from ganglion to ganglion until finally the decision to use X media is made. It is at this point that everyone expects the poor guy to tell how he did it.

## How Decisions Are Made

A year ago the Bureau of Advertising commissioned Social Research, Inc., to interview top personnel among agencies and advertisers. One of the areas of investigation was how media decisions are made. Here are some phrases from the report:

"Complex and elusive process."

"Objectives . . . are the logical face presented to the world, behind which are to be found many non-logical forces."

"Many decisions are markedly affected by hunches rather than being completely rational."

"They (hunches) represent a kind of feel for a situation which has to be clothed in a logical dress—since the hunch is difficult to support on logical grounds."

Apparently the media buyer has yet to attain an independent stature of his own—where he can openly rely upon his background, experience, and ideas without having to search for artificial reasons to support his choice, after it has been made.

Experience does not need an excuse. Rules are made to be broken. And creative ideas flow from the media department—as they do from most other departments of an advertising agency. ■

**KHOU-TV**  
HOUSTON (CBS-TV Spot Sales)  
**KOTV**  
TULSA (Petry)  
**KXTV**  
SACRAMENTO (H-R)  
**WANE-TV**  
FORT WAYNE (Petry)  
**WISH-TV**  
INDIANAPOLIS (Bolling)  
**WANE-AM**  
FORT WAYNE (Petry)  
**WISH-AM**  
INDIANAPOLIS (Petry)

ROADCAST  
**ATIONS**

# DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



*stands for—*

**BACK-TO-BACK**—Adjacent broadcasts or time periods.

**BARTER**—Acquisition by an advertiser of sizable quantities of spot time or free mentions at rates lower than card rates from broadcast stations in exchange for operating capital or merchandise. While direct negotiation between the advertiser and station is possible, more common is for barter to be arranged through a middleman, a barter agency, film producer or distributor, who may have procured the time through an exchange of film or taped shows.

**BEAMED COVERAGE**—Radio and television beaming to cover specific geographic areas.

**BEAMED PROGRAM TECHNIQUE**—The direction of all advertising toward a predetermined market segment.

**BEN DAY**—An engraving process which permits the production of halftone or color effects without halftone work.

**BIAS**—A distortion in the collection, analysis, or interpretation of research data.

**BILLBOARD**—1. Popular name for an outdoor poster, particularly a 24-sheet poster. Term not now generally used in the industry, *poster* being preferred. 2. The listing of the cast of a broadcast program and other pertinent facts about the program. 3. In radio, a six-seconds' commercial.

**BILLING**—Generally the money expended by an advertising agency for its clients in the purchase of space and time.

**BLANKET CONTRACT**—An agreement between a station and an advertiser which provides a rate advantage to the advertiser who wishes to advertise several products assigned to various agencies.

**BLANKET COVERAGE**—Total coverage by television and radio of a given geographic area.

**BLANKING AREA**—The area between the outside dimensions of an outdoor advertising poster and the inside edge of the molding which is covered with white paper, and serves as a mat for the poster design.

**BLEED**—To extend type or illustration to the edge of a page.

**BLEED PAGE SIZE**—The size that bleed plates must be made.

**BLOCK**—1. Consecutive time periods during a day. 2. The same time period over several days is sometimes called a block, but more properly a *strip*.

**BLOCK CITIES**—Cities on which Bureau of the Census publishes block by block data.

**BLOCKED-OUT TIME**—Broadcast time periods not for sale to sponsors.

**BOILER PLATE**—Stereotype news and feature material supplied by special agencies to small newspapers to be used as filler.

**BONUS STATION**—1. A non-network station which will carry network programs. 2. A non-network station offered free to an advertiser who contracts for network time.

**BOOKINGS**—Schedulings for certain programs on certain stations.

**BORDER LINE**—A line or design surrounding an advertisement to set it apart from competitive advertisements.

**BRAND (BRAND NAME)**—Identification which sets one advertiser's product apart from others within the same product category.

**BRAND ASSOCIATION**—In consumer research, the brand name a respondent may identify with a product type or associate with the fulfillment of some desire.

**BRAND CONSCIOUSNESS**—The degree of awareness consumers have of a particular brand.

**BRAND IMAGE**—The qualities or shortcomings, real and imaginary, attributed by consumers to a particular brand.

**BRAND LOYALTY**—Consumer faithfulness toward a brand, measured by length of time or regularity of use.

**BRAND SWITCHING**—Changes in use of brands by consumers.

**BULK DISCOUNT**—A discount offered to advertisers for quantity commitments.

**BULK SALES**—Large quantities of a publication purchased by a person or organization for subsequent redistribution.

**BURIED ADVERTISEMENT**—1. An advertisement surrounded by other advertisements. 2. An advertisement at the bottom corner of the page with advertisements flanking the sides.

**BURIED OFFER**—An offer made by means of a statement within the text of an advertisement for a booklet, sample, or information, without use of a coupon or typographical emphasis on the offer. To discover the offer, detailed reading of the advertisement must take place. (Also called *hidden offer*.)

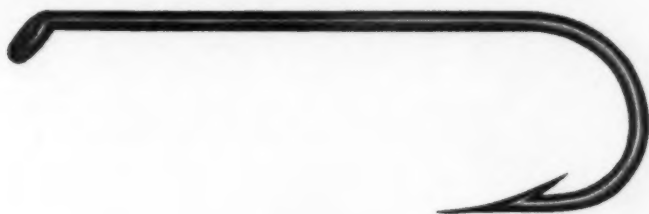
**BUSINESS PAPER**—A publication with editorial matter directed toward a particular industry, business, or profession.

**BUYER**—Advertising agency personnel responsible for the purchase of time and space.

**BUYING HABIT**—The usual manners and actions of a consumer in purchasing products and services.



if you want your advertising to pull inquiries like this . . .



and you also want it to attract attention like this . . .



## **MACHINE DESIGN is for you !**

It used to be that you couldn't expect many inquiries when you went after high readership scores. At least, it never worked out that way.

Times have changed.

Here's a magazine that is read more thoroughly by more engineers, in more plants than any other design publication. It has reader-attracting power second to none.

It is also the first such magazine to pull a volume of inquiries comparable with publications which only have inquiries to offer.

That's why MACHINE DESIGN is getting results for more design-field advertisers than any other magazine.

Your advertising belongs in MACHINE DESIGN, if you like results.

# **MACHINE DESIGN**

a **Penton** publication

Penton Building / Cleveland 13, Ohio



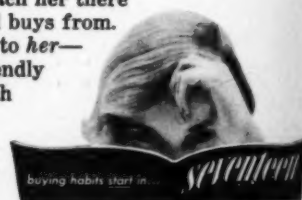
**BPA**

# A GIRL'S BEST FRIEND IS HER

# *seventeen*



While a girl reads SEVENTEEN, she's in another world—a world that's all *hers*. Reach her there and she's all *yours*! For SEVENTEEN is the magazine she believes in, lives by and buys from. Why is the teen-age girl so devoted to SEVENTEEN? Because SEVENTEEN is devoted to *her*—EXCLUSIVELY. No other magazine gives her such complete understanding and friendly guidance. Perhaps that's why the advertising messages in SEVENTEEN create such amazing buying action. 65.2% of SEVENTEEN's every-issue readers have actually bought from its pages! Today this is more important than ever to advertisers. For the Teen-Age Market has come of age in a great big way!



it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-6100

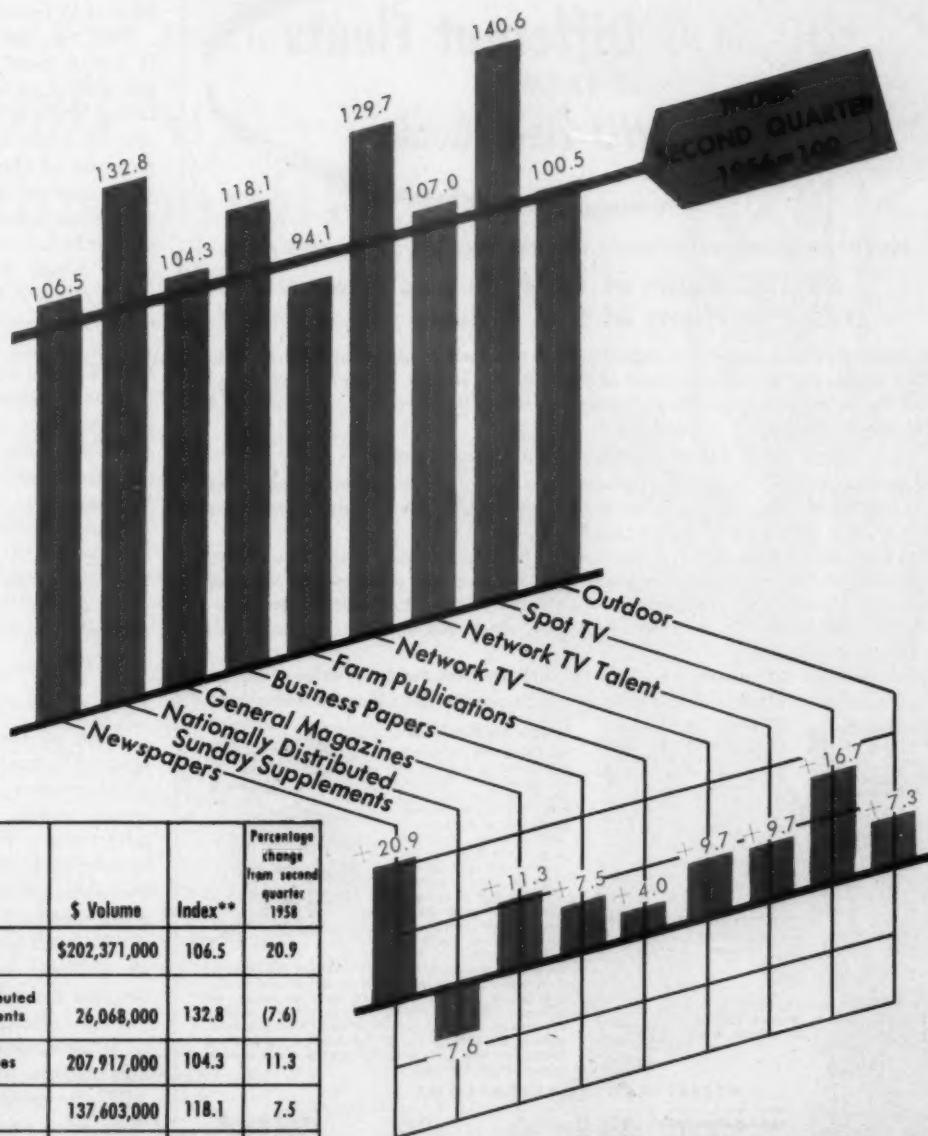
**DOUBLE EXPOSURE FOR YOUR ADVERTISING:**

SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

**Mediascope**

*record of*

# NATIONAL ADVERTISING EXPENDITURES SECOND QUARTER 1959



	\$ Volume	Index**	Percentage change from second quarter 1958
Newspapers	\$202,371,000	106.5	20.9
Nationally Distributed Sunday Supplements	26,068,000	132.8	(7.6)
General Magazines	207,917,000	104.3	11.3
Business Papers	137,603,000	118.1	7.5
Farm Publications	14,215,000	94.1	4.0
Network TV	152,861,000	129.7	9.7
Network TV Talent	88,257,000	107.0	9.7
Spot TV	158,904,000	140.6	16.7
Outdoor	34,150,000	100.5	7.3

**PERCENT CHANGE  
FROM SECOND QUARTER 1958**

\*\*1956 Base Year



## TO SELL 100,000 Different Fleets IT TAKES Only TWO Fleet Books

Industry statistics substantiate that the fleet market consists of:

**62,190 Fleets of 10 Units and More**  
**172,750 Fleets of 5 to 9 Units**

Both segments of the market are important and represent tremendous sales volume.

TSN covers the greatest number of fleets in the 10 unit and more category. FPN is the only publication concentrating on the 5 to 9 unit market, with coverage to be expanded.

### What Fleets do their Own Maintenance?

You can't tell by the number of units whether a fleet does its own maintenance or not. Some fleets with 100 units have their work done on the outside. Some fleets with 6, 7, or 8 units do their own maintenance.

The fleets doing their own maintenance are not concentrated in the 10 unit and above market. No one knows how many fleets do their own maintenance whether it be in the 10 unit or more segment of the market, or the 5 to 9 unit. Furthermore, things change. Some who do their own maintenance quit doing it . . . those who have not done it before, start.

Sales results of advertisers in both TSN and FPN proves the great value of advertising to both segments of the fleet market. The results you get speak for themselves.



Write for your copy

Only TSN provides a brochure of proven fleet readership results each year. Get your copy of latest TSN reader-audit.

### 1959 Ad Volume Up 35%

TSN leads the fleet field in 1959 ad volume gain . . . first 9 months is up 35% over like period of 1958. TSN is the selling medium in the fleet field. Hence the growing trend to TSN ad columns.

### New Media Facts

A dramatic, colorful, fast-moving 8 1/2 x 11 brochure of current facts on the truck and bus fleet market including basic constructive media data such as: size of the fleet market; market breakdown; market trends; factors vital to sell fleet market; market coverage of fleet buyers; analysis of editorial needs of buyers; details on TSN fleet publications; readership evidence and analysis; details on TSN editorial; data on reader response; TSN advertising success stories; inquiry conversion ratios of specific product classifications; details on TSN low cost advertising investment; factors on how TSN advertising helps sales departments. Write for copy.



### AFFILIATED PUBLICATIONS



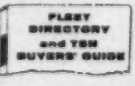
51,000 Monthly



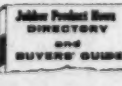
113,000 Annually



35,000 Annually



62,000 Annually



51,000 Annually



**STANLEY PUBLISHING COMPANY**

431 S. Dearborn St., Chicago 5, Ill. • WAbash 2-0636

Founded 1954

**NO AD RATE INCREASE FOR 1960**

## Some Media Measures Slighted, Lucas States

THOSE WHO DO media planning tend to concentrate too much on traditional sources of information that provide only circulation, ratings, or costs. Too many buyers ignore some of the up-to-date data available, telling about audience quality, the kind of audience being bought.

This was the view of Dr. Darrell B. Lucas, guest speaker at the opening session of the New York Advertising Media Planners' 1959-60 season. Dr. Lucas is chairman of the Department of Marketing in the School of Commerce of New York University, a consultant to BBDO, and former technical director of the ARF.

Dr. Lucas agreed that much so-called research has to be rejected because "it doesn't have much to do with a medium's value to the advertiser, because some competitive studies don't compare the same data, or because some just aren't research," but maintained that some studies do perform respectably and should not be ignored.

"They should be used to supplement your ABC data," he said. "They help tell you the most important thing you need to know when you buy media: 'How many of the right kind of people.'"

### Factors Ignored

Some of the basic factors being ignored by many media planners, and which are measurable and comparable among media, he maintained, are advertising-noting audience, advertising-playback audience, and, possibly, the audience actually exposed to a given message.

"We don't have data from all media on all these elements," he said, but asserted that they are bound to come through advertiser demand.

He also cited examples of measurable factors discussed later at the ARF's September convention. Among these were improved techniques for measuring how many times an individual member of a medium's audience is exposed to a single advertising impression, as well as merely the number of members of that audience, and the possibility of breaking out actual prospects for an advertised product from a medium's total audience.



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October 1959

## In the New York market 1,900,000 News readers are suburbanites

The Daily News has 460,000 more readers in the suburbs than all other New York City morning papers combined; and 980,000 more than all evening papers combined!

Forty percent of metropolitan News readers live in the suburbs, and men readers outnumber women—990,000 to 910,000.

Source: *Profile of the Millions—2nd Edition*, a comprehensive and authoritative study of the New York City and suburban markets. Call any News office for a presentation.

For years certain New York newspapers have claimed the suburbs as their particular game preserves. They check trains, and find their sheets the favorites of commuters on the 8:12, or sometimes the 8:34. They send girl researchers to ring doorbells, and tally up top coverage among the first families of East Oilsump, Conn.

The New York suburbs are a big deal, with some 4,000,000 population, nearly as large as the second and third U.S. cities combined—and not to be pressured with peanuts. Only The News has enough spread and weight to make sales in the corner store, the shopping center, the showroom, and to pull women into mid-Manhattan stores.

When New Yorkers move to the suburbs, The News is one habit that goes along. It is preferred breakfast fare in Stamford and Saddle River as well as Stayvasant Town. It gets first reading from commuting husband and stay-at-home housekeeper. And no other medium delivers so much sell for the money.

Details? Any News office can fill you in.

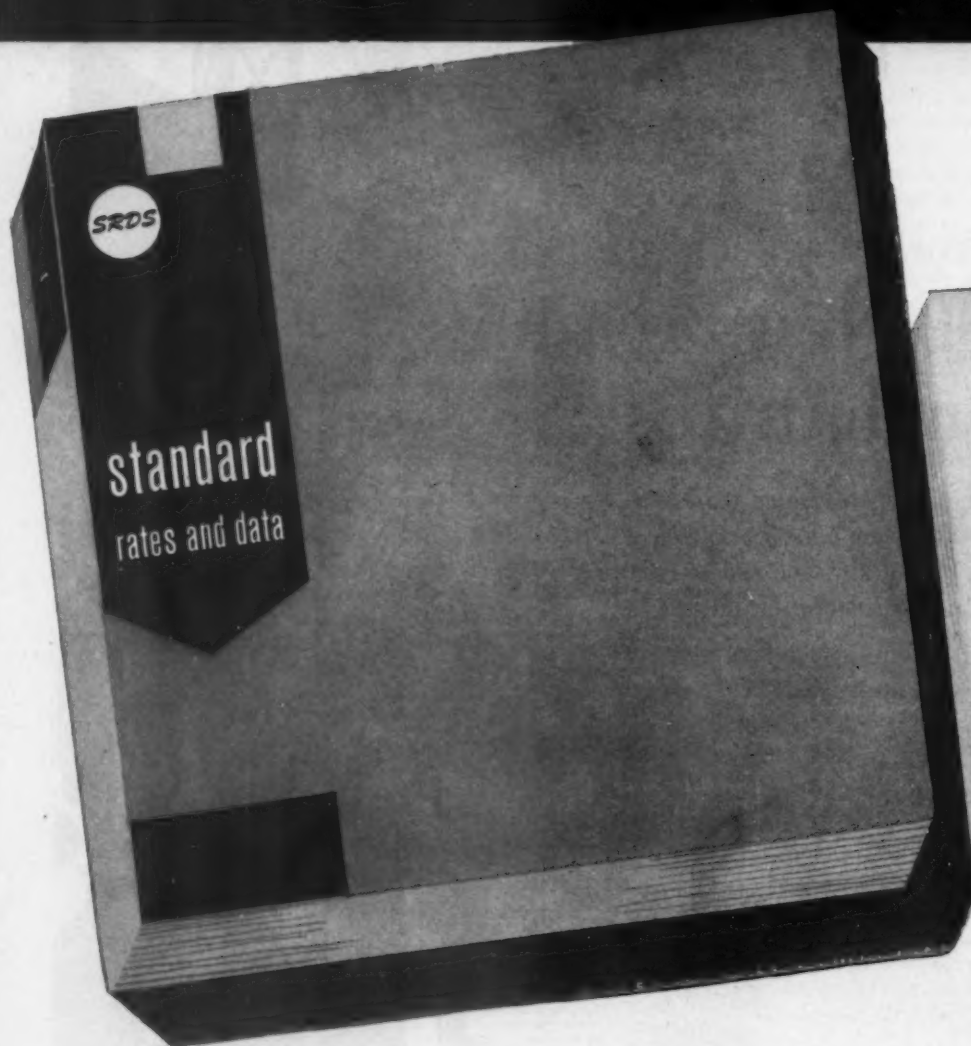
## THE NEWS, New York's Picture Newspaper

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 290 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4  
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England



# THE



**ALL  
OCTOBER ISSUES  
IN THE NEW  
CONVENIENT  
SHAPE AND SIZE**

*Advertising's "classified buying-directory" now provides these added user-advantages:*

More information per page (8 columns of buying information before them every time they open SRDS).

Better flow of buying information from page to page with less interruption, because fewer editorial fillers will be required.

More Consumer Market Data (the fourth column provides additional market data tables).

Market and media data revamped and regrouped for easier use.

A less bulky "buyer's directory" (easier to carry, easier to file, easier to use . . . it lies flat).

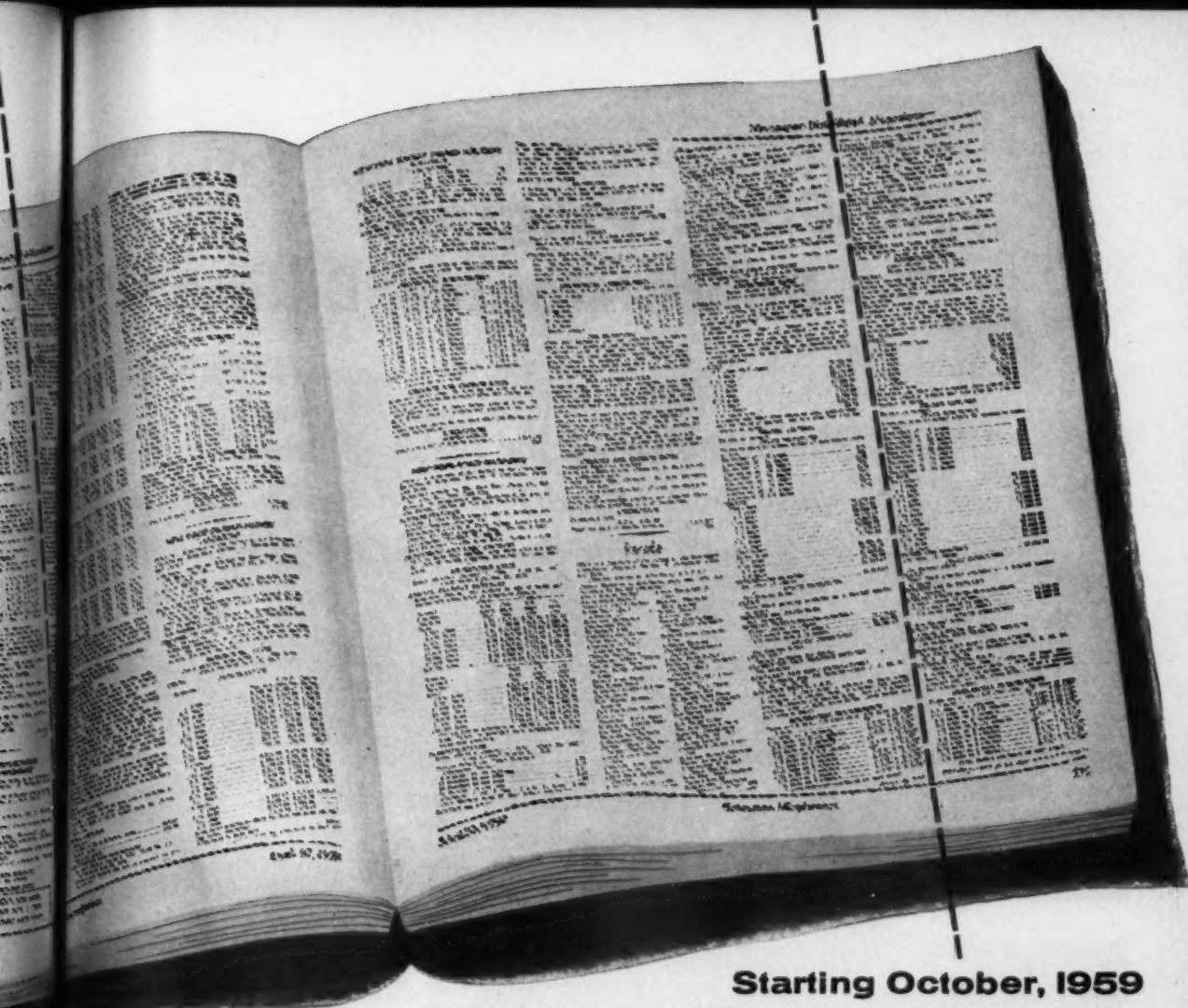


**A WORD**

The new, easy-to-use SRDS is a classified buying directory. It lists data on advertising rates and provides a better flow of buying information from page to page with less interruption, because fewer editorial fillers will be required. The 4-column format provides more information per page (8 columns of buying information before them every time they open SRDS).

**SRZ**

# SRDS IS HERE



**Starting October, 1959**

Exactly the same as before, except for one more column per page. (Over-all size 10 $\frac{1}{16}$ " x 11".)

Standard advertising page still 7" x 10", same as before.

## A WORD FROM THE PRESIDENT

The new, easier-to-use 4-column format is the most important advance in arrangement of listed data since 1920. That's the year we went from tabular form, with media data reading from left to right across the page, to the present, improved columnar form.

The 4-column make-up is the 20th major improvement in SRDS Service to the media-buying function since it was founded in 1919. How many of them can you remember?

Send to send you a list if you'd like to check them off."

C. LAURY BOTTHOF, President

**SRDS**

## STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function  
1740 Ridge Avenue, Evanston, Illinois  
Sales Offices: Evanston, New York, Los Angeles, Atlanta

## 10-Point Program To Police Double Billing

*A suggested program for the manufacturer,  
with additional consideration of areas  
in which media can co-operate.*

By Morton J. Simon  
*Member of the Philadelphia Bar*



**I**N PARTS I AND II OF THIS series I discussed the current appraisal of co-operative advertising and the evil of "double billing" which is looming so importantly in the minds of both the manufacturer (who pays the bills) and of the retailer (who benefits from it).

I referred, at the end of Part II, (September MEDIA/SCOPE) to the legal aspects of double billing under such statutes as the Robinson-Patman Act, the various state criminal laws, the fraud and conspiracy laws, the mail fraud statutes, and the income tax laws.

All in all, I suspect that I painted a gloomy picture of the situation and of the dangers inherent in it, both legal and practical. Now, however, let us look at the other side of the coin; let us explore the more constructive and prophylactic aspects.

Here we are concerned with trying to put together and explain a practi-

cal program which will—to a fair degree—curtail double billing.

It has often been said, in effect, that a manufacturer must "sit still" even when he knows he is being defrauded by the beneficiaries of his co-op program. The reason is said to be that the manufacturer *dare not* question his dealers. He is supposed to be in constant fear of losing these outlets—many of them large chains or department stores.

Actually, experience seems to indicate that this is not the case. Some friction and unpleasantness may develop. By and large, a judiciously planned and operated policing program is not likely to alienate dealers, even those who may, on occasion, be caught red-handed.

There is a very basic question: What is to be the manufacturer's policy? Is the manufacturer willing to run a risk? Is the manufacturer really interested in protecting his co-



Young Chicago loves to buy...



## ...the Chicago Sun-Times

The young families are the big buying families, in Chicago as anywhere else. But nowhere else can you reach them more effectively.

In Chicago, more young families read the Sun-Times than any other newspaper.\*

\*Source: Publication Research Service Study No. 5.

# COMING SOON

!

■ A report to those interested in reaching the U.S. medical profession...one that is unique in the medical publishing field. Here is eye-opening evidence of the vast audience of interested doctors delivered by one medical publication...MODERN MEDICINE. And it is based entirely on facts and figures reported by the doctors who are • or who could be • your customers. ● The data will be available soon in a booklet packed with graphically illustrated facts. ● We suggest you reserve an early copy. Ask for booklet M2. What you see here may well affect your choice of a basic medium for reaching and influencing U.S. physicians. ● Copies will be available from MODERN MEDICINE, 84 South 10th St., Minneapolis 3, Minnesota, or from any MODERN MEDICINE representative. ●



UP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

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Belling/comp

operative advertising budget and getting the most out of it "dollar for dollar"?

If the manufacturer is willing to accept the financial and promotional loss involved in double billing and its various marginal sister techniques, that is the end of the matter. He will seek no further, and will not interest himself in any policing program. On the other hand, more and more manufacturers seem to be adopting a firmer attitude, and to be trying to compel honest adherence to the terms of the co-operative advertising contract.

Some manufacturers feel that strict enforcement of their co-op advertising contracts will be just another handicap in the continuing battle between national brands and house brands. This is a mistake.

Enforcement has nothing whatsoever to do with the amounts of money eventually paid to customers; all it does is to treat each customer properly.

If the manufacturer sees fit to spell out in his co-op offer very attractive inducements on a legal basis, this is his privilege. If the manufacturer wants to increase the percentage of mark-up for the retailer, he can do this through any number of legal devices.

Policing is nothing more than an effort to hold the retailer to the terms of the co-op offer, whether the same be liberal or niggardly. This distinction is important.

#### YOUR IMPORTANT PREMISES

Having once decided to police his co-op, the manufacturer is faced with certain important premises:

(a) Fundamental is the so-called advertising pyramid. This is nothing more or less than the distribution channels spreading downward from the manufacturer at the apex through the distributors (numbered perhaps in the tens), through a broader level of retailers (numbering perhaps in the thousands) and finally to the very broad base of the pyramid—the media (numbering several thousands when we consider all of the various local media).

Except for the manufacturer at the top, double billing may exist or be sponsored at all of the other levels. Thus the policing program must be

organized at each level and be consonant with each type of protagonist.

(b) The manufacturer must also realize that the success or failure of the program depends almost entirely on himself; he can expect little assistance from the retailers or the media, although there does seem to be some growing indication that media have become less co-operative in conniving with the retailers.

Furthermore, it is not unknown for even the manufacturer's own sales force to instigate and suggest double billing in their efforts for increased sales.

Perhaps the retailer (the beneficiary of the manufacturer's largesse) would be more circumspect in his activities and resistance to policing if he realized that, in many cases, he is liable under the Robinson-Patman Act.

Misunderstandings of the *Automatic Canteen* Case have misled some retailers into a belief that they can "play the innocent." Actually, every retailer who deliberately places a claim above the contract terms or limits is knowingly obtaining preferential treatment. Such a retailer is clearly running counter to the prohibitions of the Act.

(c) The manufacturers cannot anticipate prompt or startling results at the inception of the program. This is because of both the large number of units which must be policed and the fact that double billing is, by its very nature, a secretive and highly profitable method of doing business for those who engage in it.

(d) The manufacturer having a substantial co-operative advertising program will not find a policing program to be inexpensive, particularly at the beginning. However, the cumulative results will save far more money than the program costs. Furthermore, the program will become progressively less expensive as the various sources of double billing are eradicated. In theory, at least, the final results of this program would be merely a standby system with little actual activity, perhaps operating on a "spot-check" basis.

No single plan will suit all situations. What follows is a synthesis of several more or less successful efforts. The individual manufacturer will probably find himself changing, de-

leting, adding, as his own system develops.

## MANUFACTURER CONTROLS

### 1. Announcement of Policing Policy

Considerable initial publicity is necessary. The manufacturer should announce a policy of nonacceptance of double billing in any form, and of his insistence upon compliance with the terms of the co-operative advertising offer, particularly as to rate base. This publicity should be both internal and external. There should be an explanation of the reasons and purposes of the controls. Once announced, the policy should be repeated. Results of the anti-double billing campaign should be announced regularly to the trade.

### 2. Preparation of New Offer

A new co-operative advertising offer should be made. In addition to the usual requirements, this should, in clear language, include at least the following:

— A reiteration of the new policy.

— Billing based strictly on the terms of the offer shall be required as a condition precedent to the payment of all claims. Submission of improper bills or receipts based on double billing, and not reflecting the agreed rate base, will result in the withdrawal of future allowances, the refusal of payment of claims for advertisements which may already have run but for which claims have not yet been made.

— The manufacturer will take steps to recover any claims previously paid which were based on double billing.

### 3. Wide Distribution of Forms

The new offer should go, of course, to all distributors and retailers involved. Also, copies thereof, with particular attention directed to these new provisions, should be circulated to all advertising agencies and media which are known to participate in any way in the manufacturer's co-operative program. The retailers and dis-

**Sell the complete buying team  
with Croplife's Production Edition**

Management and production men call the shots on what to buy and who to buy it from in the fast-changing agricultural chemicals field. That's why Croplife has come up with this unique new edition published every fourth week.

It's edited exclusively for production and management men, circulated exclusively to them (about 8,500, every one named and validated). This new, added circulation costs you nothing extra, and it gives your advertising deeper penetration to the complete buying team.

# Croplife

the weekly newspaper of the  
agricultural chemicals industry

Write:

**The Miller Publishing Company**

2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
... business journalists  
since 1873



New York  
Chicago Kansas City

tributors should be informed of this distribution.

## 4. Local Rate Files

As a prerequisite to policing, the manufacturer should obtain the rate cards and contracts of all media used by his retailers. These should be set up in some uniform pattern for ease of future reference and analysis.

The rate data should include all references to discounts and allowances. Experience in obtaining this information may well indicate media which should be carefully checked in the future when their bills are audited. Reluctance on their part may be an indication of their participation in double billing.

The Association of National Advertisers is a good source for these data, as are local advertising agencies servicing the retailers.

## 5. Past Billing Analysis

The rate information is intended for future checking purposes, but an analysis of past co-operative billing against the rate cards will indicate retailers who have overcharged in the past. The results may be communicated to the retailers and media involved as a warning against future repetition. Explanations by the retailer will help to predict a pattern against which future policing efforts may be alerted.

## 6. Advance Schedules

Co-operative advertising plans frequently spell out the schedule of advertising which will be acceptable. The manufacturer should still obtain from retailers a schedule of insertions with the rate indicated, together with the total cost thereof, reflecting all anticipated discounts. Any special features (such as position, type of edition, etc.) affecting the billing should be indicated.

## 7. Direct Submission of Media Bills

All media should be asked to submit duplicate bills directly to the manufacturer or its agency. This is a check against the claim of the retailer.

## 8. Checking Advertising and Rates

Proof should be required of all

advertising or facilities. This is checked against the advance schedule of the retailer. Tear sheet lineage should be measured, with payment made on actual, not claimed, lineage. As to displays supplied, advance schedules should be routed to the salesmen or rack jobbers for on-the-spot checking during calls.

All claims should be checked against the rate cards, making allowance for all known discounts. All overcharges should be called to the attention of the retailer. If no adjustment is made, the exclusionary elements of the contract should be used.

## 9. Cumulative Retailer Accounts

The manufacturer should set up a running account of total space and time used by each retailer on each medium. Set up cut-off points at which the various discounts become effective. Insist upon allowance of the discounts. It may be necessary to get supplemental information for this purpose from the media in order to allow for other advertising of the retailer.

At least one manufacturer subscribes regularly to all papers in each major market and measures all the advertising of the local food chain. This gives the discount picture very clearly. Results are said to be extremely good.

If discounts are earned subsequently, they should be claimed by the manufacturer.

## 10. Following Up Discrepancies

All discrepancies, even though minor, should be investigated. Adjustments will probably be prompt unless there is a continuing program of overcharges. This investigation should be pursued to either adjustment or satisfactory explanation.

The retailer's explanation, unless valid, will put the manufacturer on notice in respect to double billing. Unless the manufacturer takes appropriate steps, this may subject him to the charge under the Act that he is knowingly operating a "non-proportionate" plan.

## MEDIA CONTROLS

The co-operation of the media is frequently necessary to the successful

Media/Scope, October, 1960



## Reach a New Market in a Big Way!

Farm Store Merchandising — a relative newcomer to the Miller Publishing Company family — has a success story that reads two ways:

1. Its warm reception by over 30,500 farm store owners . . . men who have found its modern merchandising and profit-making ideas a real help in setting their own buying, selling and management plans.
2. Its endorsement by "blue chip" advertisers — over 100 of them — who are running continuing campaigns in Farm Store Merchandising. They have discovered that the farm store is an important outlet for their products . . . in many cases a big new market.



published exclusively for farm store managers. Write:

**The Miller Publishing Company**  
2501 Wayzata Blvd.,  
Minneapolis 40,  
Minnesota  
.. business journalists  
since 1873



New York  
Chicago Kansas City

operation of double billing. The medium can do much to help the manufacturer, and therefore should be brought into the policing program as much as possible.

On occasion, the help of the medium can best be obtained by working through the advertising agency, or through the media associations. The latter have shown a clear disposition to advise their members against connivance in these practices.

### 1. Refusal of Demands

Elementary is a consistent refusal to co-operate with retailers in double billing arrangements. This attitude will involve the steps referred to below. It also puts squarely on the retailer the burden of future overcharges, and will destroy some of the tools used by the retailer in the past.

### 2. Billing Practices

The medium should issue only a single bill. This should reflect the actual rate charged and to be paid, showing applicable discounts.

If requested by the manufacturer, duplicates should be forwarded quickly and directly to him.

### 3. Trick or Blank Billheads

"Trick" billheads which let the retailer mutilate them and present an inflated item to the manufacturer should be avoided. Aside from the physical construction and arrangement of the billhead, only one set of figures and rates should be entered thereon. The media should not give the retailer blank billheads. An effort should be made to obtain the return of any blank billheads already in the hands of the retailer.

### 4. Co-operation with Manufacturer

The medium should forward to the manufacturer all requested rate cards, and keep them current. It should forward to the manufacturer duplicates of the retailer's bills as requested. Any inquiries as to specific billing should be answered in detail.

aspects of this program. There is one exception to this. This deals with the application of the Federal Excise Tax to co-operative money in industries subject to that tax. Among the most important is the appliance industry.

Since 1923, the Internal Revenue Service has steadfastly regarded the co-operative advertising portion of the price as excluded from the tax base. This doctrine was restated specifically as recently as 1956.

Then, in March 1958, came the announcement that as of April of that year, *the co-operative contribution would be included in the tax base.* Subsequent attacks on this change in doctrine merely delayed the effective date of the change. They didn't upset the new governmental attitude. As a result, on Feb. 1, 1959, the change became effective.

The total impact of this increased cost is not easy to calculate. But, using a tax rate of 10 per cent, it means that a given amount of co-operative money will buy only 91 per cent of the advertising space or time which that same amount would have provided prior to Jan. 31, 1959.

### Reappraisal in Affected Industries

This effect is evidenced by the recent activities of Sylvania Electric. On June 12, 1959, this large national advertiser announced that it was dropping its co-operative advertising program, and would substitute therefor the direct purchase of local advertising. Charles R. Junney, Sylvania's advertising and sales promotion manager, specifically mentioned the new excise tax policy as one of the premises upon which Sylvania's new plans were based. While this new tax policy affects only certain industries and products (those subject to the tax), nevertheless it is quite likely that Sylvania's action is a forerunner of similar reappraisals in the appliance industry and in other affected industries.

Furthermore, the new policy is inequitable, and does not appear to be based on precedents as valid as the Washington tax people believe them to be.

The changes have been under steady attack (by the Advertising Federation of America and others), and it is to be hoped that a return to the former basis will be achieved through either new Treasury Depart-

### FEDERAL EXCISE TAXES

I have mentioned that there has been but little change in the legal

ment thinking or Congressional mandate.

## PROBLEMS IN CONTROLLED INDUSTRIES

A rather limited, but nevertheless important, legal situation has begun to develop in the milk industry in certain states. I refer particularly to the states which have Milk Control Laws. Generally speaking, such laws prohibit selling various milk products below the minimum price posted by the state Milk Control Board or Com-

mission. Accompanying such requirements is a special section of the law which disapproves selling below the minimum price through rebates or advertising or promotional allowances.

This does not prevent a milk distributor from doing whatever advertising it desires on its own behalf, but it does prevent an advertising allowance to a retailer.

The legal reasoning here (and the practical effect also) is that advertising is part of the retailer's cost of doing business. Consequently any

payment received by a retailer for advertising from his milk supplier in effect reduces the cost of the milk to the retailer. If the milk is sold and billed at the legal minimum price, it must follow that an allowance, no matter how small, will reduce the milk cost below the legal minimum. Such indirect reductions are forbidden.

A recent decision in Philadelphia under the Pennsylvania Milk Control Law sustained the action of the Milk Control Commission in suspending for 60 days the certificate of a dairy because it gave such advertising allowances to several large customers.

One phase of the case was the payment of the dairy for the privilege of having the customer (a restaurant) place "tent signs" on its tables in order to advertise the dairy's milk products. These advertising allowances were condemned under the Milk Control Law.

There is also presently pending in the so-called "Commonwealth Court" in Harrisburg another case involving another dairy but relating also to "tent signs," and in addition, to the payment of monthly rental for wall signs over the milk cases.

The same general situation is true in any other controlled price industry. It is all too easy for concerns accustomed to co-op advertising programs and advertising allowances to forget that there are being carved out of such programs certain areas in which the policy is improper.

To pursue the milk case a little further, as evidence of this thinking, there is nothing wrong with a dairy's giving an advertising allowance on ice cream. The latter is not a controlled milk product, and consequently the advertising allowance is proper, although improper if given on milk.

## Conclusion

While I have made no effort to discuss the practical concerns which have developed over recent years about co-operative advertising, it would seem that most of these day-to-day headaches would almost automatically disappear if all concerned toed the legal line. In this instance, at least, legal compliance would help toward practical simplicity and understanding, and would also result in more efficient operation with increased productivity of co-operative money.



YOU'RE ONLY  
ONE SHORT STEP  
FROM A SALE  
WHEN YOU  
ADVERTISE  
IN N.E.D.!

■ Readers of N.E.D. are men ready to buy!

They are key men with specifying and ordering authority in over 44,000 best-rated plants in all industrial classifications. N.E.D. is their basic source of information on equipment, materials and supplies that will help them increase production, cut costs, improve quality and keep pace with competition. When they look through N.E.D. monthly, buying action for advertisers is the result. Sales leads from N.E.D. readers are now setting all-time high records! And continued checks afford further impressive evidence that N.E.D. readers are *men ready to buy*: A high percentage of sales leads from them is being converted to orders, and many additional purchases still pending.

This assurance of advertising results you can measure is only one reason it pays to advertise in N.E.D. Ask your N.E.D. representative to tell you other ways N.E.D. can help your selling effort.



A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

## NEW EDITORIAL STUDY

An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.



NOW OVER 84,000 COPIES (Total Distribution) IN OVER 44,000 INDUSTRIAL PLANTS

pioneering a new concept in the use of newspaper advertising

# CONTINUITY- IMPACT- DISCOUNT<sup>PLAN</sup>

offering  
frequency-volume  
discounts  
up to 13%

## Why C-I-D?

National advertisers have long asked the newspaper industry for an incentive for more frequent use of newspaper space. C-I-D offers such an incentive. C-I-D makes available to advertisers a frequency-volume discount compatible with that of other media and unique in the newspaper industry.

## What Is C-I-D?

C-I-D is a plan developed by The Courier-Journal and The Louisville Times to make CONTINUITY in newspaper advertising more attractive and efficient. It offers discounts to advertisers who by frequent use of newspaper space gain increased advertising impact.

CONTINUITY, it is agreed, is a key element in achieving maximum advertising effectiveness. C-I-D encourages advertisers to think in terms of newspaper advertising "campaigns" instead of newspaper advertising "insertions."

## How C-I-D Works

An advertiser determines in advance (and signs a contract agreement for) the minimum linage he will use during a given period and the frequency with which it will be used. The greater the linage and frequency commitment, the higher the discount. For use of space in addition to minimum linage and frequency commitments, the advertiser earns a higher rate of discount.

For example, an advertiser running a total of 1,000 lines weekly would save over \$5,600 a year. An advertiser running 300 total lines a week would save over \$1,400 a year.

## C-I-D Benefits

### NO HIDDEN COSTS

These newspapers believe so firmly in the principle of CONTINUITY in advertising that they are assuming the entire cost of the C-I-D Plan. There is no increase in rates. C-I-D discounts apply to the existing rate card which was established January 1, 1959.

### FLEXIBILITY

Your C-I-D Plan can be based on a 13, 26, 39, or 52 week cycle.

Space units can vary in size from insertion to insertion. (300 lines minimum total per week). Advertiser has option to select The Courier-Journal, The Louisville Times or The Sunday Courier-Journal, or any combination thereof and can change from week to week.

Allows hiatus. Requires advertising during only 12 weeks within 13, 24 within 26, 36 within 39, or 48 within 52.

### ALLOWS MULTI-PRODUCT ADVERTISING

Multiple products of the same advertiser may be combined for discount purposes if they are controlled by the advertiser through ownership.

C-I-D advertising may be placed through multiple agencies, if desired.

### RATE GUARANTEE

Rates are guaranteed for the term of the contract, plus one 13-week extension, not to exceed 52 weeks.

Represented Nationally by  
**THE BRANHAM COMPANY**

**The Courier-Journal**  
**THE LOUISVILLE TIMES**



Before you buy any radio  
time in Charlotte...

Check these two reports



(NSI Nov-Dec, '58 and Apr-May '59)

... you'll discover why scores  
of national and regional adver-  
tisers have followed the trend  
to WIST!

Seeing is believing. Take  
a look — see for yourself!

Your PGW Colonel will be  
glad to show you copies

they'll tell you why...

**WIST**

is the  
**best  
radio buy**  
in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

WHICH IS  
BIGGER

500,000 or  
1/2 a  
million

?



Why fight it... the Long Beach, California  
City Zone population is bigger than  
both of them... 508,369 to be exact.  
And in the Long Beach City Zone, more  
than 7 out of 10 families read the  
Independent, Press-Telegram.  
No outside daily is read by more than  
1 out of 10.

LONG BEACH, CALIFORNIA

**Independent  
Press-Telegram**

morning evening Sunday

Represented nationally by RIDDER-JOHNS, INC.

## ODDS AND TRENDS:

# Vive La Difference!

By Lionel M. Kaufman



We have a pretty little Swedish girl  
staying with our family at the moment.  
The other evening, I happened to over-  
hear a conversation between her and  
our home-from-college daughter.

"Gee, I wish I had blonde hair like  
that!" Sue was sighing.

"Not in Sweden, you wouldn't,"  
said Eivor. "Everyone is blonde  
there. A brunette like you would  
have all the Swedish boys running  
after her."

Being a man who can't forget busi-  
ness, even in the presence of blondes,  
I immediately started drawing a  
moral. I was thinking of the millions  
in "color premiums" that American  
womanhood has been spending to  
achieve the coiffure that gentlemen  
prefer. And now, along come those  
Swedes and throw cold peroxide on  
our theory!

But, at the same time, they've also  
given us a theory that it might pay  
the buyer of advertising to look into.  
Namely, that it's not always the one  
that's best, but often the one that's  
different, that will catch the most  
eyes, and attract the most attention.

## ROP Color

I think the timeliest illustration of  
this today is ROP color. Certainly  
newspaper color printing has room  
for improvement in the finished prod-  
uct it's now offering the advertiser.  
But it has one quality to be found  
nowhere else. Because it's still a com-  
parative rarity in a predominantly  
black-and-white medium, an ROP  
color advertisement stands out. It's  
growing by leaps and bounds, thanks  
mainly to the advertisers who want  
attention value and name publicity—  
such as gasolines, cigarettes, and  
beers.

On the other hand, magazine color

is doing such a superb job of rep-  
roducing the product, whetting the ap-  
petite, glorifying the complexion.  
One of the big women's magazines  
was able to announce recently that  
70 per cent of its advertising is now  
in color. And yet, every so often, an  
advertiser with a special announce-  
ment, a big contest, a merchandising  
deal... will stand out from this  
beautiful gallery of color advertise-  
ments by using just a plain, ornery black-  
and-white advertisement. (A trick  
that's been used effectively by car-  
card advertisers, too.)

It's not so long since advertisers  
started to achieve that "difference"  
by buying a bleed page. But now,  
with *Reader's Digest* selling bleeds at  
the standard rate, and *McCall's* se-  
conding the motion, I wouldn't be  
surprised if the bleed soon becomes  
the rule, and an occasional advertiser  
who wants to be the exception goes  
back to the old margin.

## Magazine Devices

Another current way of standing  
out from the crowd is the magazine  
gimmick—the die-cuts, gate-folds.  
They're very popular today, but  
they'll be "different" only so long as  
the publishers keep a strict limit on  
their volume.

Of course, the advertisers who have  
yet to explore the possibilities of dur-  
ing to be different are the TV boys.  
Those prime hours, when it's either  
all westerns or all variety shows, and  
the public can take it or turn it off,  
are advertising's worst example of  
overdoing a good thing.



# An RCA idea comes to LIFE

"Our Christmas insert in LIFE solved marketing problems at a critical time..."

**Put yourself in RCA's shoes.** Christmas is coming up—your biggest selling season. You want to go all-out advertising and promoting 85 items. You want strong dealer support—instant sales action.

Let Ralston H. Coffin, RCA's Advertising & Sales Promotion VP tell you the story.

"We felt that the boldest, and at the same time simplest, thing we could do would be to get an insert of RCA products into the hands of our Christmas prospects.

"This we did by means of a 12-page, four-color, removable insert in the Dec. 1, 1958 issue of LIFE. The results were remarkable: our agency's research showed that 9,030,000 people saw our advertisement; 2,170,000 people removed it. The impact on sales was electric. The ad continued to pull months after it ran.

"All in all, it was a very pleasant shock, and that's why we're running another 12-page in the November 23 issue."

RCA's selling idea came to life in a big way because LIFE readers are *receptive to ideas*. Thirty-two million strong, they are alert, eager to buy.

RADIO & TV	ADV. REVENUE
LIFE .....	\$2,009,720
Saturday Evening Post .....	890,369
Reader's Digest .....	613,654
Time .....	498,730
TV Guide .....	428,279
Source: P.I.B. (Jan.-July, 1959)	



Effectiveness is a fact of

**LIFE**

## SOMETHING MISSING



## ... LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

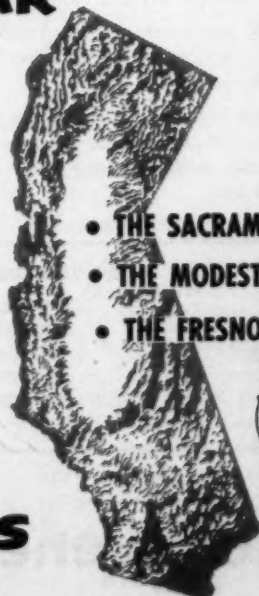
- / Actually, total effective buying income of more than \$3 billion
- / More people than each of 22 entire states
- / Not covered by San Francisco and Los Angeles newspapers

For daily reading material, people in California's pleasant and prosperous inland valley select their own daily Bees. Shoreline newspapers simply don't have anything for them. Tell these receptive people about your products and services in the three Bees; it's the only way to concentrate your message here.

Data source: Sales Management's 1959 Copyrighted Survey

## MCCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES ... O'MARA & ORMSBEE



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



McClatchy gives national advertisers three types of discounts ... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.



Howard G. Sawyer

## Can Readership Scores Be Projected?

ON A NUMBER OF OCCASIONS I have warned against projecting advertisement readership rating scores across a publication's entire circulation as a means of demonstrating the reader activity.

My reason: the scores represent percentages by respondents only—those whom personal interviewers could find who reported having read the issue under study, or those who took the trouble to check off advertisements in a duplicate copy mailed to a sample of recipients. What about non-respondents?

Bob Hartford of *Machine Design* suggests, though, that in his publication's case, perhaps the responses are projectible:

"I have in my files about 9,000 returns from readers who have marked up an issue in connection with our Ad-Gage surveys. This represents returns from about a 22,500 total mailing on these reports. It represents about a 40 per cent return, because that is our cut-off point. In some cases we have tabulated clear out to the last return, which usually winds up somewhere around 70 per cent, and we have found no significant difference in the figures after we passed the 40 per cent mark. I believe, based on the evidence, that if we got 100 per cent return, the readership report would not be changed very substantially from the one we issue.

"My next obvious question then is, 'Don't we actually have a complete enough picture to say that this represents a typical average reading pattern of our entire audience for an issue?' If we do have, then can't we

safely project these percentage figures to a total audience? And if we do, don't we have an answer to the question about how much readership we have in an issue?"

That 40-70 per cent return figure is impressive. While some few of these respondents may not have seen the copy originally circulated, and were checking the survey copy just for the fun of it, I'd settle for the scores being at least 75 per cent representative of the actual fate of the advertisements in the hands of the whole audience.

Bob also adds: "Another point in this same connection is whether or not you or other buyers of advertising in the business press would be interested in checking on the amount of reading done by an individual. So far as I know, all the advertising measurement services tell you what percentage of readers read each advertisement that was scored. I have never seen one worked the other way, which tells you what percentage of the total pages were read by the average reader.

"We could get this simply by counting how many marked pages (or rather how many individual ads) the typical reader managed to digest in going through his issue the first time. I haven't done any of this, because I have never run across anybody who was interested in seeing such a figure. This is brought up by your comment which says, 'There is plenty of evidence that business publications are read, but precious little data on how much any given magazine is read by how many people.'"

I, for one, would be interested. I suspect the arithmetic would show

that not enough advertisers are taking advantage of the proved reader traffic.

### How to Get a Free Ad

I heard of an advertising agency which, in its new-business solicitation, guarantees to save the prospective client a certain amount of money on his existing space budget.

The agency figures it this way: Having the publications set the type saves a certain amount of money anyway, but, more than that, it counts on the likelihood that over a year's time the publisher will make at least one typographical blunder serious enough to warrant insistence upon a make-good.

### Downright Cheating

This sort of thing from a publisher makes me boil—not so much because the publisher is trying to deceive me as because he must think I'm so stupid I can be taken in.

Magazine A reports a sizable gain in advertising for a certain issue compared with the same month of the previous year—a gain that is  $x$  times greater than that for Publication B during the same period.

The facts of the matter are:

1) Publication A, this year, had a special issue that month; last year the special issue appeared in another month.

2) Publication B is issued every two weeks, but because of the way the dates fell on the calendar had only two issues this year as against three last year. ■

# "SOMETHING FINER IN CAROLINA"

Charlotte, biggest market in the Carolinas, has more than ever to offer newspaper advertisers.

The Charlotte Observer and The Charlotte News now provide, through one media buy, a market *seven times* the size of Metropolitan Charlotte itself. All told, their Zone of Influence\* includes 39 Carolina counties with close to two million population and better than a billion-and-a-half dollars in annual retail sales†.



Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer and News are the biggest newspaper buy in the Carolinas — and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

\*Contiguous counties where Observer — News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

†1959 Sales Management Survey of Buying Power.

**THE CHARLOTTE OBSERVER**

**THE CHARLOTTE NEWS**

Charlotte, N. C. • Daily Circulation over 222,000

Represented by  
The Katz Agency, Inc.  
Newspaper Division





# PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
<b>AGENCIES</b>		
George S. Burrows.....	N. W. Ayer & Son, Inc., Media Supervisor	N. W. Ayer & Son, Inc., Media Director
Nelson Carter .....	Foot, Cone & Belding, Inc., Los Angeles, V.P., Gen. Mgr.	Barnes-Chase Company, Los Angeles, Senior V.P.
Joseph Fierro .....	N. W. Ayer & Son, Inc., Philadelphia, Time Buyer	N. W. Ayer & Son, Inc., Detroit, Service Exec.
Ira Gonsier .....	Sullivan, Stauffer, Colwell & Bayles, Inc., Time Buyer	Sullivan, Stauffer, Colwell & Bayles, Inc., Assoc. Media Director
Donald R. Grice.....	Ketchum, MacLeod & Grove, Inc., Media Buyer	Erwin Wasey, Ruthrauff & Ryan, Inc., W. S. Walker Division, Pittsburgh, Media Director
Alfred L. Hollender.....	Grey Advertising Agency, V.P., Television	Grey Advertising Agency, Executive V.P.
L. E. Miller.....	Lennen & Newell, Inc., Senior V.P., Management Account Super.	J. M. Mathes, Inc., V.P., Director, Acct. Super.
Stanley Newman .....	Richard K. Manoff, Inc., Asst. Media Director	Richard K. Manoff, Inc., Media Director
Helen Sullivan .....	Smalley, Levitt & Smith, Los Angeles, Media Dir.	Smalley & Smith, Los Angeles, Media Dir.
Royal Whitman II.....	Wade, Woodward & Whitman, Inc., V.P., Gen. Mgr.	Wade, Woodward & Whit- man, Inc., President
Clifford Wilson .....	Cockfield, Brown & Co., Media Director	Kenyon & Eckhardt, Detroit, Media Director
<b>ADVERTISERS</b>		
John H. Childs.....	Cunningham & Walsh, Inc., V.P., Account Supervisor	Taxaco, Inc., Gen. Mgr., Adv. Sls. Promotion
Sylvester Cleary .....	Mennen Company, Adv. Mgr.	Mennen Company, Marketing Services Mgr.
Thomas J. Farrah, Jr.....	Westinghouse Electric Corp., Asst. Mgr., Apparatus Advertising	Westinghouse Electric Corp., Asst. Dir., Adv.
Ernie J. Gilbert.....	Weyerhaeuser Sales Company, Asst. Adv. Mgr.	Weyerhaeuser Sales Co., Adv. Mgr.
John H. Hickling.....	Shulton, Inc., International Division, Adv. Coordinator	Shulton, Inc., International Division, Mgr. Latin American Administration
Herbert J. Kramer.....	Travelers Insurance Companies, Asst. Mgr., Public Infor., Adv.	Travelers Insurance Companies, Dir. Public Infor., Adv.
George P. MacGregor.....	Campbell-Mithun, Inc., Minneapolis, V. P.	Joseph E. Seagram & Sons, Inc., V.P., Adv., Merchandising
Arthur Toft .....	Block Drug Company, Product Adv. Mgr.	Hudnut-DuBarry Division, Warner-Lambert Pharma- ceutical Co., Adv. Mgr.
<b>MEDIA</b>		
J. M. Angell, Jr.....	Construction Equipment Magazine, Dir., Distributor Relations	Construction Machinery Distribution, President, Publisher
Jaime Barnathan .....	ABC Television Network, V.P., Dir. of Research	ABC Television Network, V.P., Affiliated Stations
Robert F. Davis.....	CBS Television Spot Sales, Director of Research	CBS Television Stations, Director of Research
Douglas W. Lawder.....	The New Yorker, Nat'l. Adv. Mgr.	The New Yorker, Adv. Mgr.
Edward D. Muhlfeld.....	Missiles & Rockets, Asst. Pub., Sls. Mgr.	Missiles & Rockets, Armed Forces Management, Publisher
Robert Schneider .....	CBS Television Spot Sales, Asst. Director of Research	CBS Television Spot Sales, Research Manager
Robert White II.....	Mexico (Missouri) Ledger, Editor, Publisher	New York Herald Tribune, President, Editor
Lee E. Williams.....	Home Furnishings Daily, Advertising Director	Fairchild Publications, Inc., Special Advisor

THE "BIG THREE"  
**TIMES**  
SERVICE WEEKLIES

— JUST ABOUT

## UNIVERSAL MILITARY COVERAGE



**250,000 +**  
NET PAID CIRCULATION  
**2,000,000 +**  
MULTIPLE READERSHIP

WITHIN THE

**\$10,523,000,000**  
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential \$10.5 billion military consumer market — the TIMES Service Weeklies deliver it with single-rate efficiency and top-paid circulation economy. This gigantic, global market should not be neglected! Sell it now.

WRITE TODAY FOR COPIES, RATES AND  
COMPREHENSIVE MARKET INFORMATION

**ARMY TIMES**  
**AIR FORCE TIMES**  
**NAVY TIMES**

(Members: Audit Bureau of Circulations)

The American WEEKEND  
The Military Market  
A-N-AF REGISTER

**ARMY TIMES PUBLISHING CO.**  
2020 M St., NW • Washington 6, D.C.

**U.S. OFFICES:** Boston, Chicago, Charleston, S.C.,  
Dallas, Detroit, Honolulu, Los Angeles, Miami, New  
York, Philadelphia, San Antonio, San Francisco  
**FOREIGN OFFICES:** Frankfurt, London, Paris,  
Rome, Tokyo



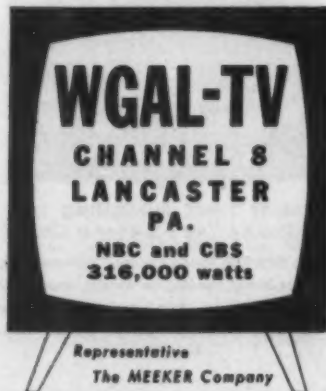
**946,863**  
**TV households**

**1,057,725**  
**households**

**3,749,960**  
**people**

**\$6.8 BILLION**  
**annual income**  
**\$3.8 BILLION**  
**annual retail sales**

**AMERICA'S**  
**10<sup>th</sup>**  
**TV MARKET**



Representative  
The MEEKER Company

## VIEWS ON BROADCAST:



## Querying for Avails

By Isabel Ziegler

ONCE THE BASIC STRATEGY of a campaign has been approved by the client, the time buyer starts everything in motion by querying for availabilities. The way this first step is taken is all-important to the success of the campaign. Though this is the salesman's most productive time, it probably is the time he feels most frustrated, so often is he requested to submit avails with no explicit information. Often he isn't even told what account is involved. Another frequently missing fact is *budget*: either a total market budget or an estimated station total. The salesman then doesn't have any guide as to the kind of package to make up—a 6-plan or a 48-plan.

### What the Buyer Must Know

In order to buy intelligently for a specific client, the buyer must know what audience is to be reached—children, men, women, families with children, age and income bracket, etc. Passing these objectives along to the salesman helps him to be more productive.

A system of submitting availabilities electronically through a card system has been developed. Like all machine systems, this eliminates human selectivity—it lists all current availabilities. For proper interpretation, the salesman must then indicate those that are applicable to the account.

This brings up the problem of time—both the buyer's and the salesman's. Unfortunately there usually isn't enough time to see every salesman if a time buyer is buying a campaign in a number of markets. The buyer must keep up with everyday work, buy the current campaign, and do the neces-

sary paper work involved in time buying, which is usually considerable.

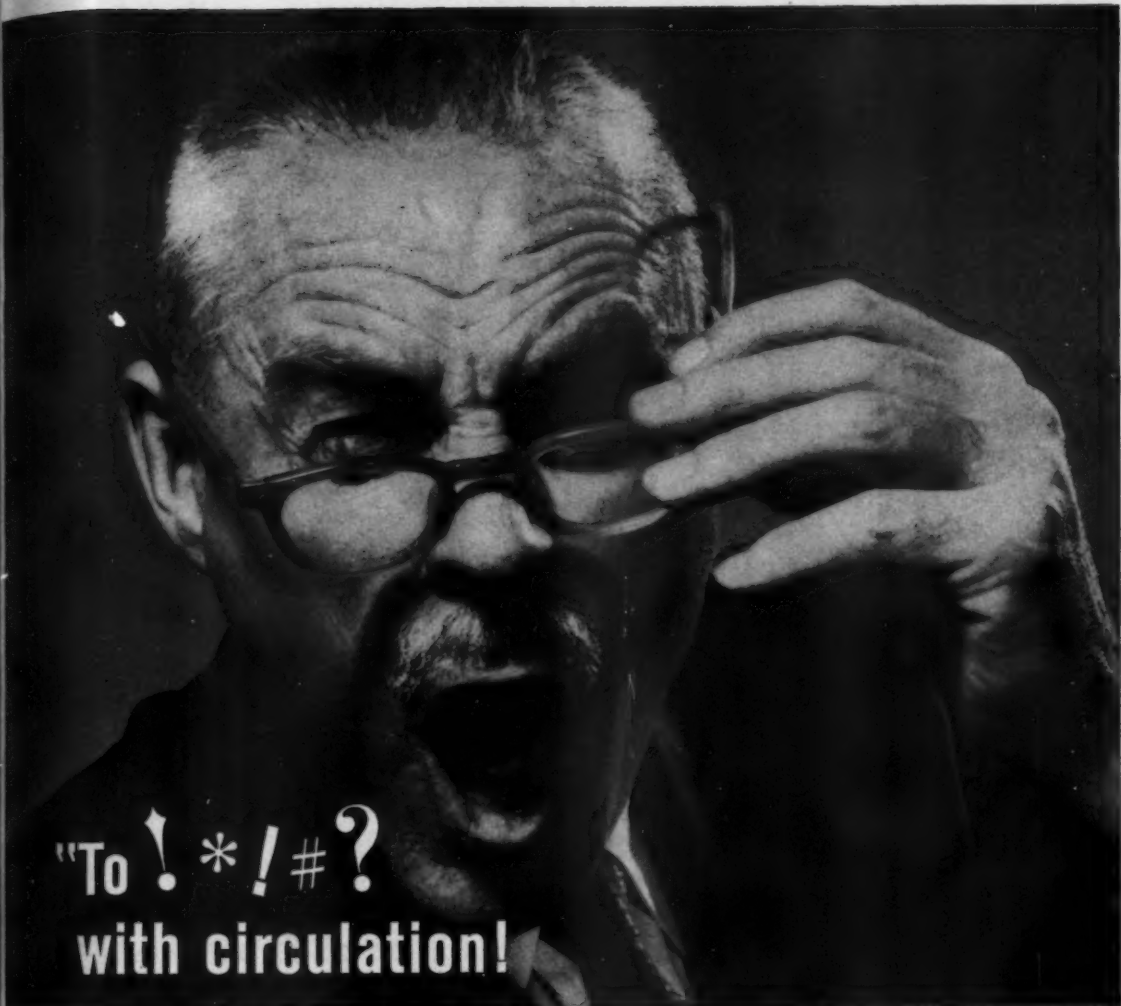
Thus it is necessary for the salesman to prepare understandable and explicit availabilities, in the event that the time buyer cannot be exposed to his pitch personally. Salesmen shouldn't resent a time buyer's inability to grant a personal interview. If a time buyer is buying even 20 television markets, it is conceivable that there would be a total of at least 60 stations involved. An average pitch on one station takes about 20 minutes. This means that the time buyer would be devoting about 1,200 minutes—or 20 hours, probably three working days—seeing salesmen. Still to be done is the actual station-by-station and then market-by-market evaluation necessary in order to determine what to buy. Last, but not least, is the paper work, since every client seems to want to know in advance what he is buying.

### A Good Salesman

These problems, though bothersome and unfortunate, must be faced. A good salesman does so with good availabilities—selective, if the time buyer keeps him well informed, and explicit, for they must talk for him when he isn't there—at the actual time of selection.

A good salesman also does "groundwork." Before actual buying is done, he acquaints the buyer with his markets and stations on visits made when the time buyer is not rushed and can give him undivided attention. Then, when his avails arrive without him, the buyer has a good foundation of knowledge about his markets and his stations from which to work. During these "groundwork" calls, the buyer should be acquainting the salesman with his accounts and their problems, markets, objectives, peak-selling periods, etc.

Miss Isabel Ziegler is a media supervisor for N. W. Ayer & Son, Inc., Philadelphia.



"To ! \* ! # ?  
with circulation!

## I want to know the readeration"

The man knows that circulation can only take a magazine to a purchasing agent's office. It's what happens after it gets there that counts.

Advertisers and ad agencies have put much time and effort into finding out what happens when a magazine like PURCHASING reaches the desks of industrial buyers.

One approach, editorial analysis, evaluates publications in terms of their helpfulness and usefulness to readers. On this score PURCHASING Magazine is tops.

Another approach measures the amount of time purchasing agents spend with an average issue. Independent studies show that PURCHASING Magazine outstrips its field by far.

A third technique is based on reader preference

studies. We never make these studies ourselves. But PURCHASING Magazine comes out on top in every independent survey we've ever heard about, and we've seen a lot of them. Even surveys that include executives other than purchasing agents show that PURCHASING ranks at or near the top among *all* business publications.

If you're looking for "readeration" that sparks reader-action from your advertising, look over the evidence. Our nearest representative has it ready for you.

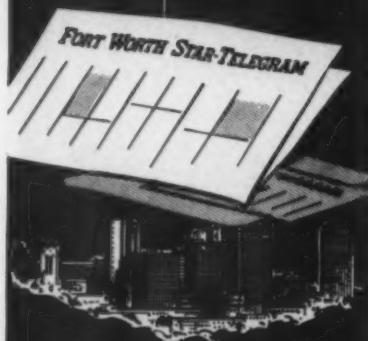
**PURCHASING** MAGAZINE IPA

A CONOVER-MAST PUBLICATION

NGP

the news and methods magazine for industrial buyers  
205 East 42nd Street, New York 17, New York

the  
**ONLY**  
Newspaper that  
**COVERS** the  
Rich FORT WORTH  
Metropolitan Area...



is the  
**FORT WORTH  
STAR-TELEGRAM**  
**86.5%** DAILY  
(M&E)

Comparison of Daily Circulations in the Fort  
Worth Metropolitan Area \*

Fort Worth Star-Telegram	<b>163,081</b>
Fort Worth Press	44,965
Dallas News	5,076
Dallas Times Herald	2,155

Above Figures based on ABC Audit Report  
March 31, 1959

\*Sales Management Magazine now includes  
the 2 county area of Tarrant and Johnson  
Counties as the Standard Fort Worth Metro  
politan Area.

**FORT WORTH  
STAR-TELEGRAM**

AMON C. CARTER, JR., President and  
National Advertising Director  
Largest Combined Daily Circulation in Texas  
without the Use of Schemes, Premiums or Contests  
"Just A Good Newspaper"

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

AUGUST AND FIRST EIGHT MONTHS 1959 vs. 1958

	AUGUST 1959 vs. 1958		FIRST EIGHT MONTHS 1959 vs. 1958	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
<b>GENERAL</b>				
Alcoholic Beverages .....	-27.8	6.9	-9.2	8.0
Groceries .....	-18.5	13.4	-4.2	16.0
Baking Products .....	-22.2	1.0	+32.2	2.1
Beverages .....	-3.6	3.5	+2.2	3.8
Cereals and Breakfast Foods .....	+6.5	0.9	-27.1	0.6
Condiments .....	-36.9	1.1	-51.5	1.1
Dairy Products .....	-4.7	1.6	+15.4	2.1
Disinfectants and Exterminators .....	-53.8	0.2	-43.2	0.3
Laundry Soaps and Cleansers .....	-30.8	1.4	-22.3	1.9
Meats, Fish and Poultry .....	-23.3	1.4	-2.9	1.3
Housing Equipment and Supplies .....	+16.0	2.6	+4.9	3.3
Industrial .....	+85.8	3.3	+41.0	3.0
Insurance .....	-0.9	0.9	+30.4	1.6
Medical .....	+3.0	2.2	-16.1	2.4
Publications .....	+26.4	3.7	+7.9	3.8
Public Utilities .....	+22.1	2.9	+6.3	2.5
Radio and Television .....	+21.8	4.1	+6.2	4.3
Tobacco .....	-25.9	7.1	-0.5	5.9
Toilet Requisites .....	+6.9	3.6	-31.8	2.9
Antiseptics .....	+735.2	0.2	+65.7	0.3
Dentifrices .....	+7.3	0.5	-47.3	0.3
Perfumes and Cosmetics .....	-41.0	1.0	-28.8	1.3
Toilet Soaps .....	+51.3	1.1	-26.4	0.6
Transportation .....	+27.0	10.3	+9.8	10.4
Airways .....	+32.8	7.0	+13.1	6.9
Bus Lines .....	+68.1	0.3	+34.4	0.4
Railroads .....	-19.8	0.6	-2.8	1.1
Steamships .....	+8.9	1.2	-5.1	1.0
Tours .....	+71.8	0.9	+9.1	0.7
Wearing Apparel .....	+19.6	1.8	-19.8	0.9
<b>AUTOMOTIVE</b>				
Gasoline and Oils .....	-0.5	3.6	-7.1	2.9
Passenger Cars—New .....	+69.7	12.5	+25.2	12.8
Tires and Tubes .....	+3.5	2.4	+1.5	1.6
Trucks and Tractors .....	+12.1	0.4	-31.3	0.5
<b>TOTAL GENERAL AND AUTOMOTIVE .....</b>	<b>+6.6</b>	<b>100.0</b>	<b>+3.4</b>	<b>100.0</b>

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.





water, water everywhere

## in the **SAGINAW, MICHIGAN** **MARKET**

...and it leads to all the world's great ports

Water—the most important natural resource for the continued growth of any region—abounds in the Saginaw area. The importance of this abundance of water to the Saginaw market was revealed recently when Department of Agriculture officials predicted that this nation will double its need for water in the next 25 years. Not only has Saginaw an unlimited supply of fresh water for homes and industry, but this water leads directly to the world's great seaports through the St. Lawrence Seaway—two advantages that make this thriving production center even more attractive as an industrial location—two more facts insuring the continued expansion of this “going-growing” market.

Yes, here is a high employment market where consumers spend 16%\* above the national average for the things you have to sell. It's a region known for its industrial and agricultural prosperity, and—to secure its future growth—for “the greatest fresh water supply in the world!” Establish your product

in this “assured-future” market. Concentrate your sales message in The Saginaw News where it will be seen by more than 175,000 readers, and where you are paying only 23 cents a line for a net paid circulation of 50,786\*\*.

\*Sales Management Survey

\*\*ABC Publisher's Statement March 31, 1959

*“The daily newspaper is the total selling medium”*

## **THE SAGINAW NEWS**

**NATIONAL REPRESENTATIVES:** A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

**A Booth Michigan Newspaper**



Bulletin/compa, October, 1959

# How well do you know THE MARKET FOR CONSTRUCTION EQUIPMENT AND MATERIALS?

What percentage of construction products are purchased by contractors? 90%? 80%? 70%? 60%? 50%?

The answer, based on a study of equipment sales by A.E.D. distributor members, is just 50%. Other research shows

that over half of this fifty percent is sold to contractors with fewer than 100 employees.

*As is true in most other markets, do relatively few large companies dominate equipment buying?*

No; in construction the reverse is true. The many thousands of smaller contractors who make up the majority of total

employment own more pieces of equipment in proportion to their manpower than larger contractors.

*Who makes up the other half of the market for construction products? Governments? Aggregate producers? Mines? Loggers? Public service companies? Industrials?*

All of these groups combined buy a full half of the products sold by A.E.D. distributors. Even some cemeteries,

racetracks, large ranches and ball parks must be included in this vast and varied market.

*Who makes buying decisions? Presidents? Partners? Owners? Purchasing agents? Superintendents? Foremen? Everybody?*

Definitely not "everybody". Buying decisions are made by relatively few men, most of whom have a top level position.

The titles of the men who do the buying are not standardized. They vary from one concern to another.

*How can the key men who do the buying in each organization be identified?*

The way to identify those who make buying decisions, and to keep up with changes as they occur, is to make continual personal contacts at the places where purchases are made, and find out. This means, of course, visiting every contrac-

tor, large and small, every state, county and municipal highway department, every utility, surface mining company and all the other companies that buy this type of product.

*Is it practical for a manufacturer or a publisher to visit every organization to identify the companies and men who buy construction products?*

It is not economically possible for either! That is why well over 90% of the manufacturers must rely on distributor salesmen to carry their personal sales messages throughout their market for effective sell-

ing. And it is why Conover-Mast relies on over 1,400 of these same salesmen to direct Construction Equipment Magazine to the key buyers.

*What are the common information needs of construction product buyers in all parts of the market?*

How to buy, use and maintain construction products. Specifically, these information needs can be classified into four major groups:

1. Management—such as taxes, depreciation, cost control, personnel, office systems, safety, insurance, government.
2. Projects—job stories and application ideas featuring the most modern products and methods.
3. Maintenance—how to plan and man-

age service and maintenance programs.

4. Buying—new products, new literature, case studies on how to buy. Articles on credit, finance, leasing, rentals.

Every issue of Construction Equipment is dedicated to providing this information. Much subject coverage of this well-rounded editorial service has been pioneered by, and is exclusive in Construction Equipment, which focuses on facts of immediate and practical value to its readers.

*Is there evidence that Construction Equipment is read by the men who make buying decisions? What actual buying actions result?*

There is. Twenty five leading manufacturers of construction products have asked their own customers and prospects which magazines they read. They have found that among the actual men who buy, Construction Equipment is by far the most widely read magazine serving the market. Results of these studies are

available for inspection.

Additional evidence is the large quantity and high quality of inquiries received from Construction Equipment readers. A careful study shows that 68% of Construction Equipment inquiries resulted in or were likely to result in sales when followed up by salesmen.

*What do you need to sell this market most effectively?*

You need to reach the men who make buying decisions in all segments of the market. You need a magazine that is read and respected by these key men. In other

words, you need Construction Equipment Magazine. For complete information contact the publisher at 205 East 42nd Street, New York 17, New York.

**Construction Equipment Magazine**

*in dynamic Detroit*

300,000

*families are  
reached  
only by....*



\*Fifth Quinquennial  
Survey of the  
Detroit market

**DETROIT MEANS BUSINESS!** Payrolls are at an all-time high. Department Store sales for the first 8 months are 14% ahead of a year ago. Auto production of 1960 models is now in full swing, with sales of 7-million cars forecast.

In Detroit's big and busy 3-county Standard Metropolitan Area 300,000 families read **ONLY** The Detroit News—*no other Detroit newspaper*. That's an exclusive NEWS' market the size of Cleveland! In this area, which includes city and suburbs, The News outsells each of the other two Detroit newspapers by a minimum of 100,000 copies weekdays—and 160,000 Sundays.

That's why you **NEED** The News to sell Detroit. And that's why The News carries more lineage than both other Detroit newspapers combined.

475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

**The Detroit News**

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Rd.



# Advertising Cost Index

Reported by Harry J. Johnson

## Ad Rate Changes:

August 1958 to August 1959



### Business Publications

The average business publication advertising campaign in August 1959 cost \$102.82, compared with a cost of \$100 for the identical schedule in August 1958. Both circulation and cost-per-thousand increased 1.4 per cent during the year.



### Consumer Magazines

To duplicate the typical consumer magazine advertising campaign schedule of August 1958 in August 1959, it cost the advertiser \$6.36 more per \$100 allocated for space. Meanwhile, circulation rose 1.4 per cent, and cost-per-thousand almost 5 per cent.



### Daily Newspapers

In August 1959 the average daily newspaper campaign cost the advertiser \$102.85, for space, compared to \$100 for the same schedule in August 1958. Cost-per-million circulation was up 2 per cent and total circulation increased almost 1 per cent.



### Spot Radio

For every \$100 invested for time costs in the average spot radio campaign in August 1958, the advertiser had to increase his appropriation 97 cents per \$100 allocated the previous year. This 1 per cent rise compares with a 3 per cent increase between August 1957 and August 1958.



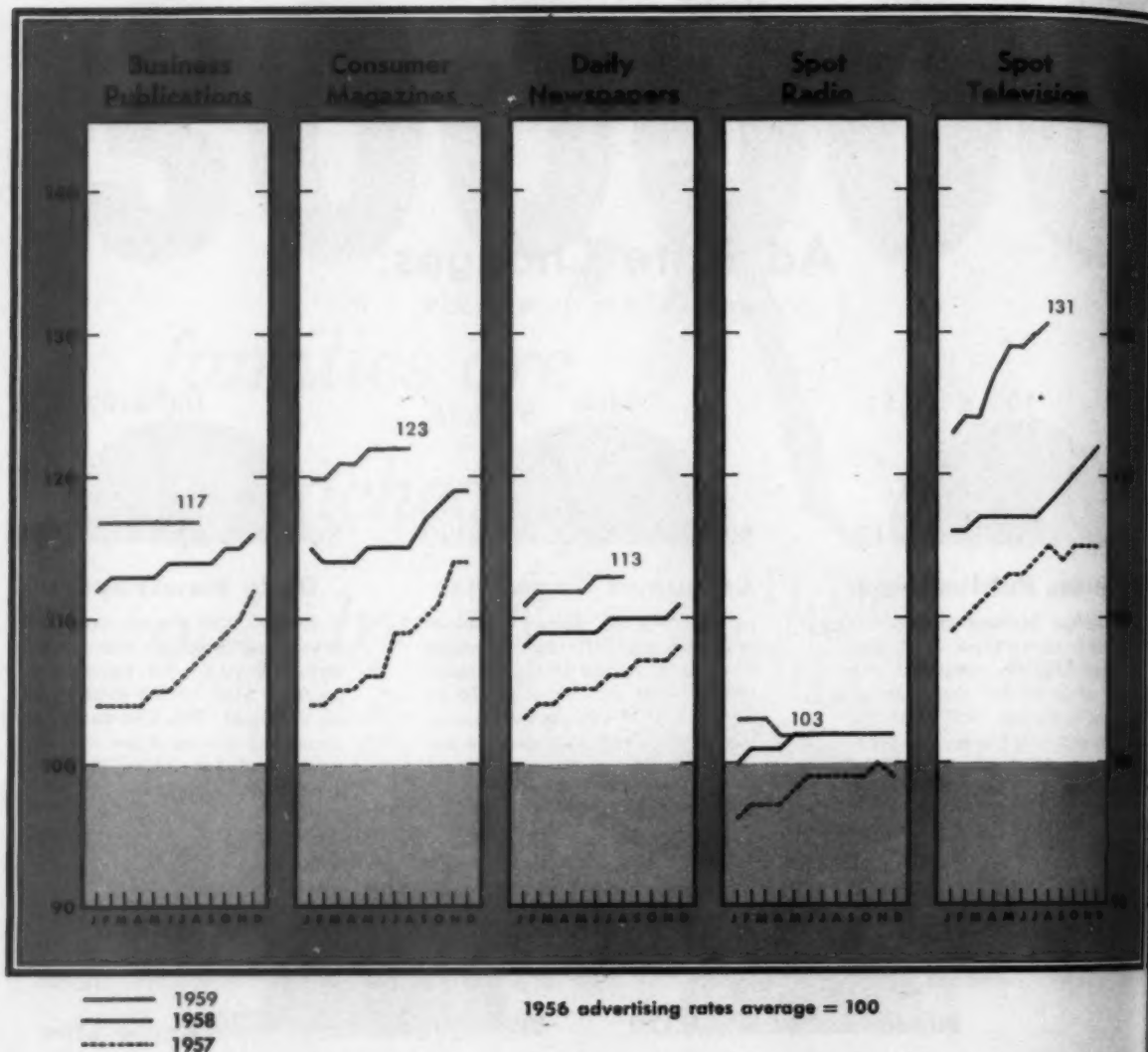
### Spot Television

During the 12 months' period August 1958 through August 1959, the advertiser had to increase his allocations for spot television time costs 11 per cent. During the previous year, August 1957 through August 1958, comparable spot television time costs went up only 3 per cent.

Note: in all meters \$100 = unit cost for August 1958

# Ad Rate Indexes:

Long-term Trends



## Business Publications

Business publication space rates were 17 per cent higher during the first eight months of 1959 than during 1956. Circulation and cost-per-thousand remained static—10 and 6 per cent, respectively, above the 1956 averages.

## Consumer Magazines

In August 1959 a typical consumer magazine advertising campaign cost 23 per cent more than in 1956. Circulation remained constant—10 per cent above the 1956 average, and cost-per-thousand was 12 per cent higher than during the base year.

## Daily Newspapers

Average display costs were 13 per cent higher for daily newspapers in August 1959 than during 1956. Newspaper

circulation rose 1.4 per cent and cost-per-million circulation was up 14 per cent during this same time span.

## Spot Radio

Average spot radio national rates have jumped to the level of the first quarter of 1959, 3 per cent higher than during 1956. A year ago, in August 1958, rates were 2 per cent above the 1956 average, and two years ago they were 1 per cent below this base.

## Spot Television

To repeat the average spot television advertising campaign of 1956 in August 1959, the advertiser had to allow for a 31 per cent increase in time costs. The rates for August in 1958 and in 1957 were 18 and 15 per cent, respectively, above the 1956 averages.

## FOR THE LIFT YOU LIKE IN FOOD SALES

### Now, a Weekend Food Guide greet's The Inquirer's 667,000 women readers, every Thursday

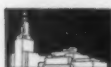
*It happens every Thursday . . . hundreds of thousands of women eagerly reach for a new section that's devoted exclusively to FOOD.*

The lift-out Weekend Food Guide, printed in color and black and white, spotlights food features for the planning, buying and preparing of better family meals. And women love it!

Of course, the food ads—your food ads—have a powerful effect on their buying.

To put your brand in this happy atmosphere, schedule The Inquirer's Weekend Food Guide. You'll like the lift in sales.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



### The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for  
1,406,000 adult daily readers



NEW YORK  
ROBERT T. DEVLIN, JR.  
342 Madison Ave.  
Murray Hill 2-5838

CHICAGO  
EDWARD J. LYNCH  
20 N. Wacker Drive  
Andover 3-6270

DETROIT  
RICHARD I. KRUG  
Penobscot Bldg.  
Woodward 5-7260

SAN FRANCISCO  
FITZPATRICK ASSOCIATES  
155 Montgomery St.  
Garfield 1-7946

LOS ANGELES  
FITZPATRICK ASSOCIATES  
3460 Wilshire Boulevard  
Dunkirk 5-3557

## Anyone For Ballooning?



No, thanks. We prefer to keep our feet on the ground.

Take an industry...like petroleum...which has been streamlining itself for the past three years...i.e., mergers, automation, fewer and better personnel.

Now, how can total circulation go up, up, and up (tonnage style) during the same period...and stay healthy?

It can't.

Keep your eyes on target...the engineering/operating specialists...the hard core of buying influence...the key E/F/G\* titles.

Keep your eyes on PE and you'll see circulation increase in an orderly, well-planned, and believable manner.

We're not in the numbers race. We're in the publishing business. We gain a subscriber only when he wants the magazine. (For advertisers, this is perfect market-matching with no waste circulation)

\*ENGINEERS/FOREMEN/SUPERINTENDENTS



How to engineer your advertising efforts. It's all there in simple, sensible terms—in PE's new *Basic Annual Presentation*. Market facts, buying titles and practices—everything you need to do the job right. Drop us a line, and your copies are on the way.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

# Engineer

THE PETROLEUM ENGINEER PUBLISHING CO.  
800 DAVIS BUILDING • DALLAS

## VIDEODEX NATIONAL RATING ANALYSIS

August 1-7—Top Five Programs Daily\*

Show	Rating	Network	Sponsor
<b>SUNDAY</b>			
1 Loretta Young .....	24.8%	NBC	Procter & Gamble
2 Ed Sullivan .....	24.2	CBS	Lincoln-Mercury
3 What's My Line .....	23.5	CBS	Sunbeam
4 Chevy Show .....	23.3	NBC	Chevrolet
5 Alfred Hitchcock Presents..	22.4	CBS	Bristol-Myers
<b>MONDAY</b>			
1 Desilu Playhouse .....	25.1%	CBS	Westinghouse
2 All Star Baseball .....	22.1	NBC	Gillette
3 Arthur Murray Party .....	21.6	NBC	P. Lorillard
4 Father Knows Best.....	20.1	CBS	Lever Bros.
5 The Texan .....	19.5	CBS	Brown & Williamson Tobacco
<b>TUESDAY</b>			
1 The Rifleman .....	25.2%	ABC	Procter & Gamble
2 Andy Williams .....	22.2	CBS	Revlon, Kellogg
3 Sugarfoot .....	21.4	ABC	Procter & Gamble, Johnson & Johnson, R. J. Reynolds, American Chicle
4 Wyatt Earp .....	20.4	ABC	Procter & Gamble
5 To Tell the Truth.....	19.8	CBS	Carter Products
<b>WEDNESDAY</b>			
1 Wagon Train .....	26.4%	NBC	Ford
2 I've Got A Secret.....	25.7	CBS	R. J. Reynolds
3 Price Is Right.....	20.7	NBC	Lever Bros.
4 Bat Masterson .....	18.9	NBC	Kraft
5 Circle Theatre .....	18.5	CBS	Armstrong Cork
<b>THURSDAY</b>			
1 Playhouse 90 .....	23.9%	CBS	Kimberly-Clark, R. J. Reynolds
2 December Bride .....	22.4	CBS	General Foods
3 Zane Grey Theatre.....	21.4	CBS	S. C. Johnson
4 Real McCoys .....	20.5	ABC	Procter & Gamble
5 Zorro .....	18.6	ABC	AC Sparkplug
<b>FRIDAY</b>			
1 77 Sunset Strip.....	26.0%	ABC	American Chicle
2 Disney Presents .....	22.7	ABC	Reynolds Metals
3 Rawhide .....	21.8	CBS	Parliaments, Lever Bros.
4 M Squad .....	21.4	ABC	American Tobacco
5 The Lineup .....	19.5	CBS	P. Lorillard
<b>SATURDAY</b>			
1 Gunsmoke .....	27.2%	CBS	Remington Rand
2 Have Gun, Will Travel.....	24.6	CBS	Whitehall
3 Markham .....	24.1	CBS	Schlitz
4 Lawrence Welk .....	22.3	ABC	Dodge
5 Wanted Dead or Alive.....	21.5	CBS	Brown & Williamson Tobacco

\*Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Media/Scope, October, 1966



*A study in*

## **cause . . .**

Edited exclusively for all the people who buy advertising—and for nobody else (as a look at the index page of this or any issue will prove)—Media/scope effectively fills a need:

*Thorough and continuing coverage of the media-buying function.*

*. . . and*

## **effect**

The result is unduplicated editorial coverage—and circulation 93.5% concentrated upon buying elements.

## **corollary**

This issue of Media/scope contains 781 $\frac{1}{3}$  pages of advertising, up 98% over October, 1958. Total for first nine months of 1959, 4842 $\frac{2}{3}$  pages, up 93%.

*To sell time and space, advertise in . . .*

# **Media/scope**

*—serving the media-buying function*

5201 Old Orchard Road  
Skokie, Ill.

420 Lexington Ave.  
New York 17, N. Y.

Don Harway & Co.  
1709 West 8th St.  
Los Angeles 17, Calif.

James H. Cash Co.  
818 Exchange Bank Bldg.  
Dallas 35, Texas



Main Office—5 Third Street—San Francisco 3

LOS ANGELES  
**EXAMINER**

SAN FRANCISCO  
**EXAMINER**

SEATTLE  
**POST-INTELLIGENCER**

**HEARST NEWSPAPERS**

**GROUP DISCOUNT**  
**SAVE 48¢**

per line from regular national line rates

**PLUS 2% CASH DISCOUNT**

One Order One Billing One Payment

COMBINED CIRCULATION OF NEARLY A MILLION AND A HALF

represented nationally by **HEARST ADVERTISING SERVICE INC.** Herbert W. Bayen, President

SAN FRANCISCO • LOS ANGELES • SEATTLE • NEW YORK • CHICAGO  
PHILADELPHIA • BALTIMORE • BOSTON • DETROIT • PITTSBURGH  
MIAMI BEACH • ALBANY • MILWAUKEE • SAN ANTONIO • DALLAS

**"I WOULDN'T BOIL WATER  
UNLESS WJR SAID IT WAS OKAY."**



Homemakers tune to WJR for recipes, housekeeping hints and news of special interest to women.

If you want to be popular with the ladies, ask your advertising manager, agency or Henry I. Christal representative for facts on WJR.

**WJR**

**DETROIT**

**760 KC**

**RADIO WITH ADULT APPEAL**

## Promotions and Presentations

Charleston Gazette and Daily Mail, whose operating managements are now consolidated, have published "New Perspectives on Charleston West Virginia." Behind each of a series of fold-out maps of West Virginia and surrounding states are charts indicating Charleston's ranking among "top regional metropolitan markets" and West Virginia metropolitan markets in such areas as retail sales, population, spendable income, annual wages, and newspaper circulation. Sales volume for seven retail categories is also given for the "regional top 100 markets," West Virginia metropolitan markets, and the Greater Charleston Market Area, as well as data on employed workers in six industrial classifications. Charleston, concludes the booklet, is the "first market in West Virginia, tenth among top 100 U.S. markets in its geographical region, and 61st among all U.S. markets."

**Bureau of Advertising.** Some 700 daily newspapers are expected to make two weeks in mid-November a period of intense selling activity for appliance advertising. As early as August, the BOA started mailing material to manufacturers, distributors, and member newspapers to support the nationwide "Make Your Home Happier With A New Appliance" promotion. Promotional kits include everything from mat proofs of announcement and promotion advertisements to easel presentations and ideas for displays, headlines, and tie-ins.

**The Philadelphia Inquirer.** A booklet defining ROP color as "the multi-color printing which appears in the regular sections of a newspaper, printed on standard newsprint on regular rotary newspaper presses at high speed" describes the newest techniques required to insure high quality ROP color reproduction, and warns that whatever limitations apply to black-and-white newsprint reproduction also apply to ROP color. Recommendations to advertisers cover ad preparation, photography, engraving, and stereotyping.

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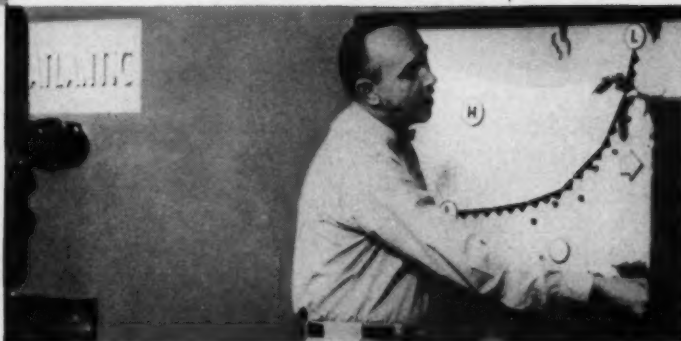
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## This is Pittsburgh

*Roy Face, great Pirate  
hurler... typical of the  
fresh young spirit that's  
put Pittsburgh way  
out in front.*

*Sterling Yates, Atlantic  
Weatherman, goes on for  
KDKA-TV five nights a  
week with the liveliest  
presentation of weather  
ever. He helps keep the  
big audiences in the  
tri-state area  
watching KDKA-TV.*

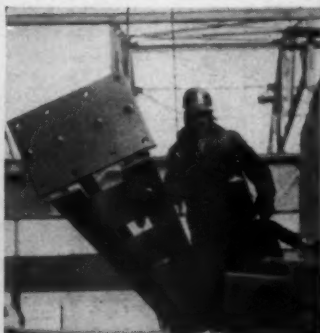


There's no middle ground for Pittsburghers. Sell 'em, and they go all out. The fanfare for the Pirates is one example. KDKA-TV's following another. Year after year, it's the No. 1 station there. Let us show you how to create more fanfare for your product in Pittsburgh.

**KDKA <sup>2</sup> TV Pittsburgh**



WESTINGHOUSE BROADCASTING COMPANY, INC.



*Wayne Klotzky,  
construction  
man on the new  
Gateway Center  
project and one  
of the 4.5 million  
people in  
KDKA-TV's big  
orbit of  
influence.*

# STRAIGHT-LINE ADVERTISING AT WORK

"Let's drive into town and take a look this afternoon."

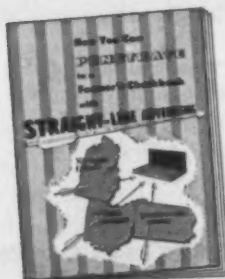


## PENETRATE WITH "WHERE-TO-BUY-IT"

All sales are local. Once you've whetted the prospect's interest . . . convinced him of your product's merits, he still must take one important step to make your ad really pay off . . . he must buy.

Show him where. Make it easy for him to find you or your product. Give him a nearby location where he can see — and judge for himself.

Stripping in Ohio sales outlets is easy since we print by gravure. No expensive plate changes involved.



NEW EVIDENCE of how major advertisers are using STRAIGHT-LINE Advertising to penetrate Ohio's rich farm market is illustrated in the new 20-page booklet at left. Write for your copy.

# The OHIO FARMER

Cleveland 14, Ohio

STRAIGHT-LINE Advertising also available in  
MICHIGAN FARMER • PENNSYLVANIA FARMER

## Media / dates

OCT.

- 15-16: National Association of Broadcasters, Mayflower Hotel, Washington, D. C.
- 18-20: Inland Daily Press and Drake Hotel, Chicago.
- 18-21: American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif.
- 18-21: Junior Panel Outdoor Advertising Assn., Morrison Hotel, Chicago.
- 19-20: Agricultural Publishers Assn., Chicago Athletic Assn., Chicago.
- 19-20: Boston Conference on Distribution, Hotel Statler, Boston.
- 21: Associated Business Publications, Drake Hotel, Chicago.
- 22-23: Audit Bureau of Circulations, Drake Hotel, Chicago.
- 25-28: National Newspaper Promotion Assn., Schroeder Hotel, Milwaukee.

## WHICH IS GREATER

500,000  
or 1/2 a  
million

?



That's a moot question . . . one that most people would want to decide for themselves. The fact is the Long Beach City Zone now has a population larger than either (508,369).

The Independent, Press-Telegram reaches 7 out of 10 homes in this fast growing market . . . no other daily reaches even 1 out of 10.

LONG BEACH, CALIFORNIA

## Independent Press-Telegram

morning evening Sunday

Represented nationally by RIDDER-JOHNS, INC.



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## You Can't Get New Markets Without Trying New Media



The ASTM BULLETIN serves the phenomenally expanding research and testing field. It reaches over 12,000 key executives and technologists alert to advances in instrumentation and new materials knowledge. Information on testing and research equipment, and new materials are of paramount importance to the men who read the Bulletin. If you wish to reach such a market, consider the ASTM BULLETIN.

Detailed data sheet and supplementary market material is yours for the asking. Write:

Advertising Department, ASTM, 1916 Race St., Philadelphia 3, Pa.

## SEVEN LIVELY ARTS OF EDITING

A GOOD DEAL IS HEARD these days about the necessity of editorial evaluation in media selection. For example, William A. Marsteller of Marsteller, Rickard, Gebhardt and Reed told the NIAA meeting in San Francisco that his agency spends some \$10,000 a year on a variety of attempts to measure editorial values.

What are the values that the analyst is seeking? Perhaps they are related to what we might call the Seven Lively Arts of Editing, namely, three-dimensional editing, the art of proportion, and the arts of timeliness, excitement, humor, terseness, and responsiveness.

1. *Three-dimensional editing.* Every publication should be edited to cover a wide range of subjects in its field, and to cover each of these subjects thoroughly. These might be called two dimensions of editing, *breadth* and *depth*. But a really adequate publication should have a third dimension, let us call it *height*. Height is the quality or content of a magazine that inspires its readers. It is the appeal that makes them strive for better quality in their work, better standards in their performance, better ethics in their conduct.

2. *Proportion.* The magazine must be able to discern unerringly what is authentic and what is phony among the claims for its attention. It must be able to present persons and subjects to its audience with the emphasis upon each that is in right proportion to the intrinsic importance of the subject and the interests of its readers. The magazine has the duty to lead its audience as well as to be responsive to its demands.

3. *Excitement.* The magazine's editors must know the art of excitement. There are different kinds of excitement: There is the excitement of events, of ideas, of a conception superbly expressed; and there is the excitement provided by controversies and crusades. A magazine is always on the lookout for both kinds.

4. *Timeliness.* Every publication strives for timeliness, and, of course, this art is indispensable to the reporting of current events. However, a more subtle form of timeliness

is the discerning of trends and their presentation in time for readers to act upon them early. These trends may have been suspected by some readers, but the art of the publication lies in sensing the trend, and exploring it, and defining it for the use of its readers.

5. *Humor.* Although the editing of business publications may be considered adult education, still the business need not be wholly sober-sided. There are not too many belly-laughs in the operation and management of an advertising agency media department, for instance; but there is some permissible humor, albeit often of the dry, sardonic kind. Other businesses have their distinctive types of humor, and it is the duty of the publication to brighten its pages with a fair amount of it. This may be done by the use of cartoons, of humorous stories, or of a light touch introduced casually into some of the articles.

6. *Terseness.* The slogan of a famous old newspaper was "Accuracy, terseness, and accuracy." A business publication has no less need for terseness, even though its format may appear to be more leisurely. Terseness does not necessarily mean brevity, for a short article can be as loosely constructed and expressed as a long one.

7. *Responsiveness.* The magazine must be sensitive to the changing tastes and interests of its audience. The editor is not in the position of finding an audience for his message; he is concerned with finding a message for his audience, an audience that his publisher has determined holds some commercial possibilities. There is sometimes a tendency for a publication to feel that its audience grows old along with it, and that what the editorial staff learns and remembers is learned and remembered equally well by the audience. This is true only to a limited degree, because magazine audiences are always changing; they are always renewing their age levels as old readers expire and new ones take their place. Therefore, there is recurrently the demand for the refresher course, the need, for instance, to remind old readers of the principles of effective advertising and to tell new readers this story for the first time.

# Why is this the magazine the most women want the most?

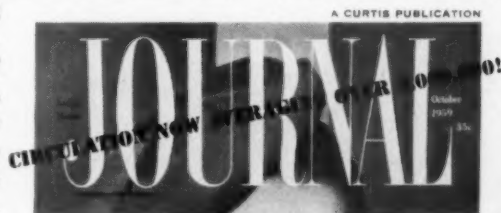
...that it looks itself in any occasion. Also, it becomes  
...the favorite for lack of it. We like the idea of having there  
...the ladies dress more to the same, but I'm do have  
...about that. For soon, the color trend with a fur collar  
...and for women a lovely silk blouse is a delightful  
...the range for 76. R. VERA VEEARY  
...from Paris



(Ask your wife...or 6,000,000 other women)

Magazines edited specifically for women are doing better than ever before...but one magazine always does far and away the best. It's because, if you ask a woman, *Ladies' Home Journal* has the most and the best inside it. Look how *Journal* circulation has climbed, and keeps climbing. July circulation was a record of over 5,850,000. Reports for August and September indicate new all-time highs. Now, for the last three months of 1959,

*Ladies' Home Journal* circulation will average over 6,000,000—the highest circulation of any magazine for women, *ever*. Women want the *Journal* for what's in it. Advertisers want the *Journal* for what they get out of it. That's why



*Ladies' Home Journal*—always No. 1 in advertising revenue—has gained 52 advertising pages (a 17% gain in revenue) so far over last year. Never underestimate the power of the No. 1 magazine for women.



Evokes\*

Dansk advertisement prepared by Irving Serwer Advertising, Inc.



"Our advertising in The New Yorker Magazine helped to spur Dansk's sales 50 per cent ahead of expectations . . . The New Yorker rated best with almost all of the leading fine stores."



THE  
NEW YORKER  
MAGAZINE

*Harold G. Nielsen, President, Dansk Designs, Inc.*



127  
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50  
82  
68